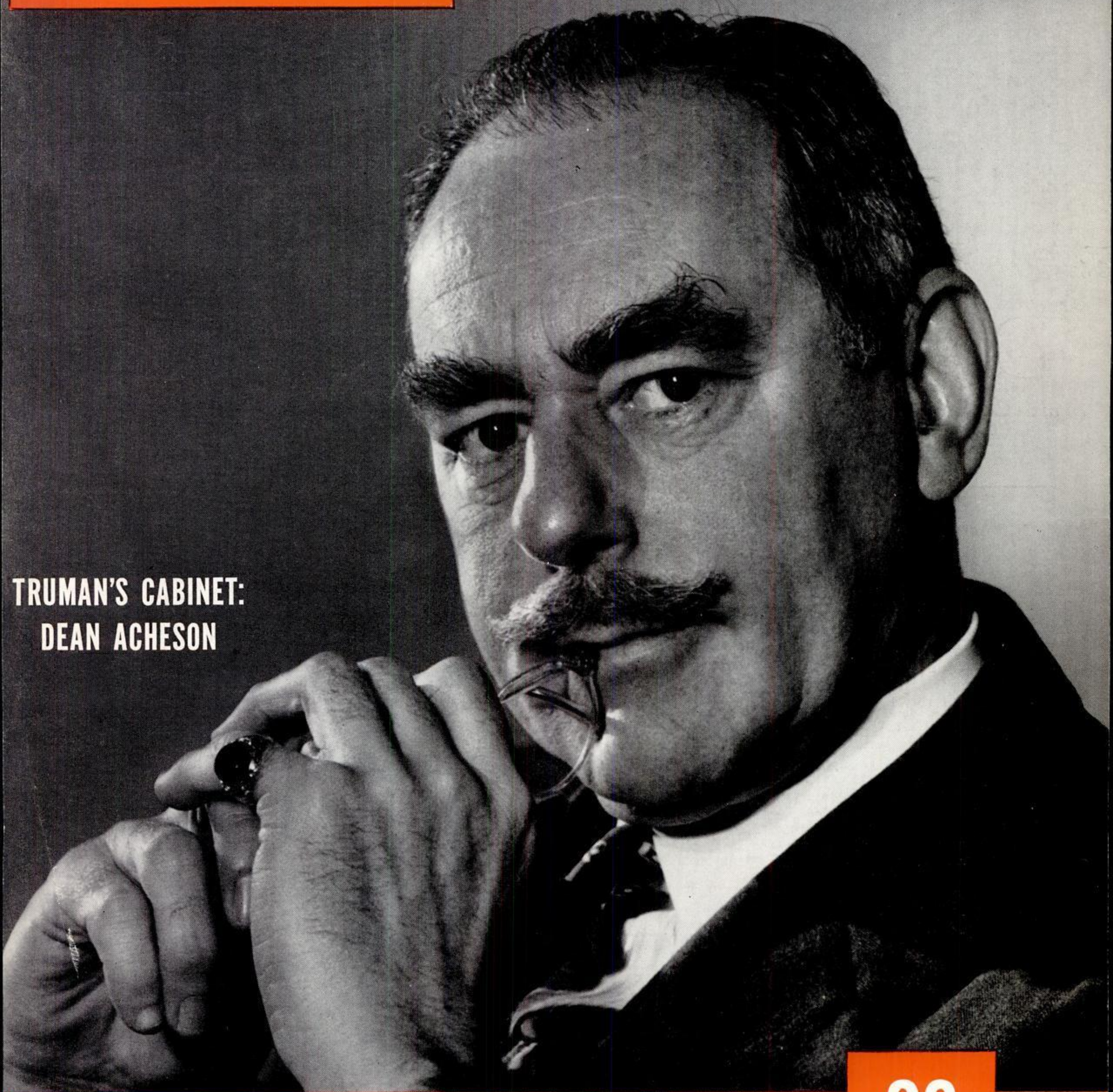


LIFE

In this issue
CHURCHILL'S MEMOIRS

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**TRUMAN'S CABINET:
DEAN ACHESON**



FEBRUARY 21, 1949 **20** CENTS
YEARLY SUBSCRIPTION \$6.00

It brings you a wholly new
experience in effortless
writing!

new

Parker "51"



● Get set for surprises! This pen is new in 14 important ways... gives an entirely new idea of pen value and writing ease.

For example, filling has now been made extra fast, simple, and sure. Through a "window" you see when your pen is filled.

The point on the new "51" responds instantly to your slightest touch. The ink supply is specially metered, to assure a perfect line. And new "51" is guarded against leaking—even at jet-plane altitudes.

But this is only the beginning. Visit your Parker dealer. Try this new "51" born of newly created materials. For that special gift—or for yourself—there is no finer pen.

"51" Pens, \$13.50 and up. 7 rich new colors and black. Custom points. New "51" Pencils, \$6.75 and up. Sets, from \$19.75. The Parker Pen Company, Janesville, Wisconsin, U. S. A.; Toronto, Can.

NEW FOTO-FILL FILLER—Only one moving part. Makes pen filling easy, sure.

NEW VISIBLE INK SUPPLY—Special window lets you check actual ink level.

NEW PLI-GLASS RESERVOIR—Developed by Parker scientists. 30-year life expectancy.

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NEW HI-FLITE LEAK PREVENTION—"Aero-metric control" safeguards up to 72,000 feet.

NEW WRITING MILEAGE—Holds more ink. Up to 25% more writing per filling.

NEW PLATHENIUM-TIPPED POINT—Exclusive platinum alloy gives magic-smooth writing.

NEW "LIVE METAL" CLIP—Keeps its spring. Can't lose grip on pocket or purse.

... and 5 other significant advances.



World's most wanted pen... writes dry with wet ink!

Copr. 1949 by The Parker Pen Company

Choose from an intriguing variety of colors... caps of sleek lustraloy or gold filled in smart designs. Regular size... or demi-size, only 5 inches long. Matching new "51" pencils feed up to 18 leads without reloading.



PNEUMOCOCCUS
TYPE III

STAPHYLOCOCCUS
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PNEUMOCOCCUS
TYPE IV

BACILLUS
INFLUENZAE

Catching Cold?

ATTACK THESE GERMS BEFORE THEY ATTACK YOU

Quick germ-killing action can often head off trouble or lessen its severity.

Medical men tell us that while some kind of a virus may frequently start a cold, the so-called "Secondary Invaders" are among the germs that so often complicate it, and are responsible for many of its most distressing symptoms.

When you're under par, over-tired, or when body resistance is lowered by drafts, wet or cold feet, or sudden changes in temperature, these germs can stage a mass invasion of the tissues. You're headed for trouble!

Then is the time to gargle with Listerine Anti-

septic to guard against such a mass invasion . . . to help ward off the infection, or lessen its severity.

Germs Killed on Throat Surfaces

Listerine Antiseptic reaches way back on throat and mouth surfaces to kill millions of these germs. Actual tests have shown reductions on mouth and throat surfaces ranging up to 96.7% fifteen minutes after a Listerine Antiseptic gargle, and up to 80% an hour after.

This marked germ-killing action, we believe, helps to explain Listerine Antiseptic's

impressive test record in fighting colds.

Fewer Colds In Tests

Tests made over a period of twelve years showed that those who gargled Listerine Antiseptic twice daily had fewer colds and fewer sore throats, than those who did not gargle. Moreover, when Listerine Antiseptic users did have colds, they were usually milder and of shorter duration.

Surely, when you feel a cold coming on, this germ-killing action is a wise precaution which warrants your serious consideration. But don't forget . . . gargle early and often!

LAMBERT PHARMACAL COMPANY, St. Louis, Mo.

At the first sniffle—



Gargle LISTERINE ANTISEPTIC

P. S. IT'S NEW! Have you tried Listerine TOOTH PASTE, the MINTY 3-way prescription for your teeth?



**Basil Rathbone
says:**

*About
this
NEW
long
cigarette*

BR

Now, at length—quality in a
long cigarette—Fatima! First Quality
for thirty years. If you like a long ciga-
rette, buy the best of long cigarettes.
Buy Fatima . . . It's MY cigarette

Basil Rathbone



FIRST QUALITY FOR 30 YEARS!

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IT'S MADE
BY THE "C-L
PROCESS"*



A BETTER AID TO REGULARITY!

Only in Sunsweet Prune Juice is the
laxative potency *standardized*. Pure,
delicious prune juice, still a 100%
natural product!

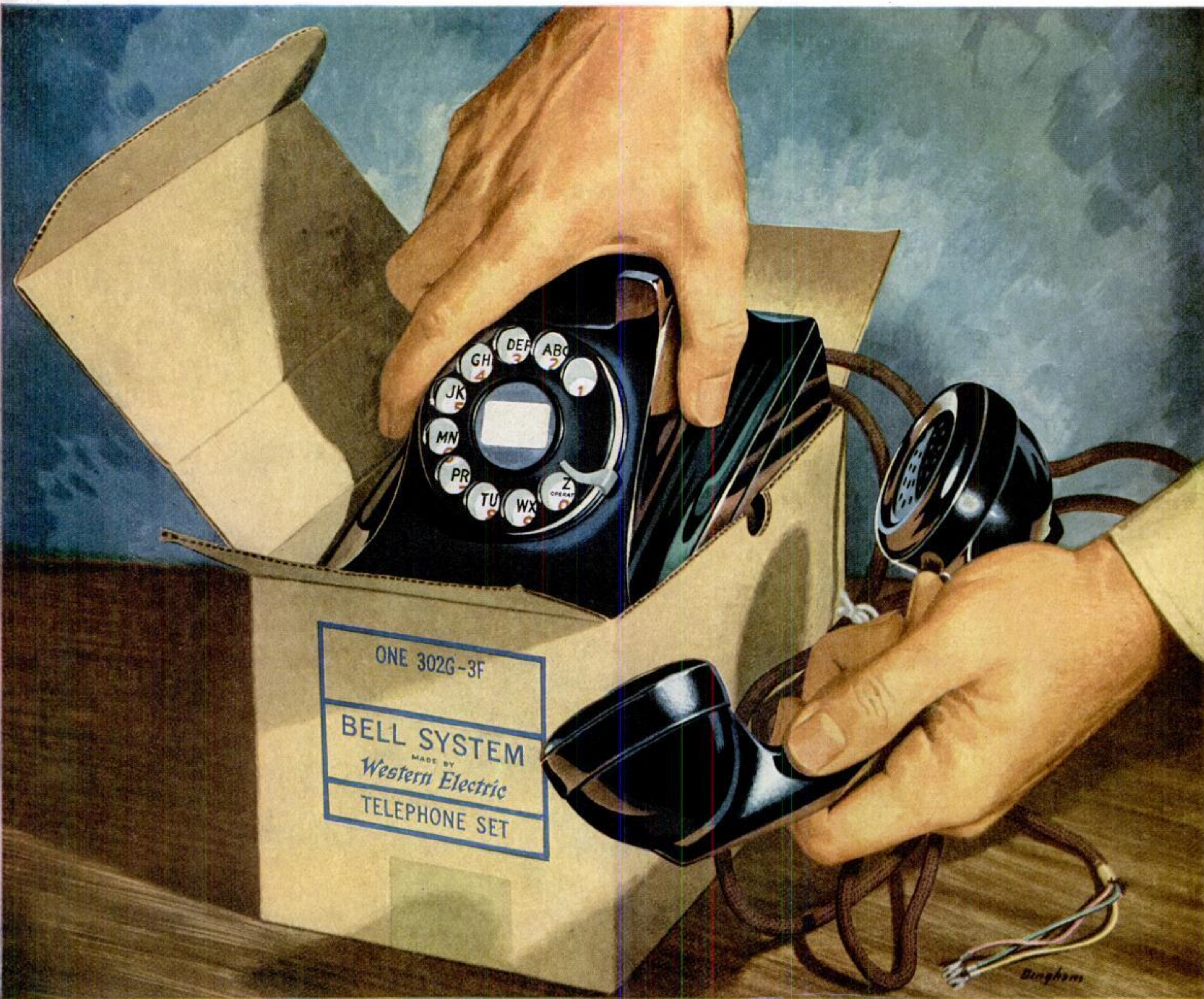
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EXCLUSIVELY FOR

**SUNSWEET
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JUICE**



as prepared and distributed by the makers of
MOTT'S FINE FRUIT PRODUCTS

*The laxative potency of Sunsweet Prune
Juice is standardized by the "C-L Process,"
which was developed and is owned by the
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What makes it worth having?

BY ITSELF, a Bell telephone is useless. What makes it so valuable to you is that it brings the world within easy speaking distance when connected to the Bell System network.

This network has billions of parts. *All had to be designed and manufactured to work together* for good telephone service.

To assure a dependable source of good equip-

ment that *will work together* with all other parts of the nation-wide telephone network, Western Electric long ago was made the manufacturing unit of the Bell System.

● As members of the Bell System, Western Electric people can work *most closely* with Bell research people who design equipment and Bell Telephone company people who operate it. Result: You get the most dependable, most valuable telephone service on earth.

MANUFACTURER
of telephone apparatus for
the Bell System.



PURCHASER
of supplies for Bell
Telephone companies.



DISTRIBUTOR
of Bell telephone appa-
ratus and supplies.



INSTALLER
of Bell System central
office equipment.



Western Electric

A UNIT OF THE BELL



SYSTEM SINCE 1882

*2 pounds of fresh-picked
peas in every can*



That's a lot of garden-fresh peas for your money.

* If you planted peas in your own garden, hoed them, sprayed them, picked them at exactly the right time, after about 60 days you *might* get about 2 pounds of peas from each 8 to 10 feet of row. You'd still have to shell and cook them.

Two pounds of fresh-picked peas sounds like big money's worth. But that's not the half of it. Green Giant Brand peas are grown from special seed and are "picked and packed at the fleeting moment of perfect flavor," when they're at their sweet and tender best.

Look to the Green Giant for something extra in eating pleasure.

Listen to the Fred Waring Show on NBC every Friday morning for the Green Giant

Green Giant BRAND *Peas*

Minnesota Valley Canning Company, headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario. Also packers of Niblets Brand whole kernel corn.

"Green Giant" and "Niblets" Brands Reg. U. S. Pat. Off. © MVCCo.



“by far
the best buy
I’ve
ever
made!”

Puritan’s
Forever Young®

SPRING TOPPER’D DRESS
FOR WOMEN
22⁹⁵

I love the look of my Puritan
“Forever Young” ensemble. It’s
an unusually attractive multi-
colored rayon print dress topped
with its own tuxedo’d coat of Pacific
Mills’ 100% “Ripple” wool. Sizes
14½ to 22½. Navy or black. Look
for this smart outfit with its identi-
fying Puritan “Forever Young”
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write **Puritan Dress Co., 1400**
Broadway, N.Y.C.



LETTERS TO THE EDITORS

TRUMAN’S INAUGURATION

Sirs:

Contrary to Mr. Roger Butterfield’s
article on “Truman’s Biggest Week”
(LIFE, Jan. 31), Mr. Herman Talmadge
definitely was not snubbed.

Melvin D. Hildreth, Washington
attorney who was chairman of Presi-
dent Truman’s inaugural celebration,
is enjoying a deserved rest in Florida,
where he explained that the chief ex-
ecutive did not intend to snub Gov-
ernor Talmadge when the latter passed
the reviewing stand.

Mr. Hildreth said the day was cold
and there was an electric hot pad be-
neath the reviewing-stand flooring
where the President stood.

Just as the Georgia governor ap-
proached the stand the pad short-
circuited and a puff of smoke rose from
between the boards. The President
doused it with a cup of coffee, and
it was while he was thus fighting fire
that the Talmadge car pulled abreast
of the stand. Margaret Truman shout-
ed to her father that the Georgia gov-
ernor was “down there,” but before
Truman could get the message Tal-
madge had passed by with no sign of
recognition.

If the explanation is satisfactory to
the governor of Georgia, and it is,
everyone else should be satisfied.

H. B. HARRISON

Groverland, Ca.

● While Governor Talmadge says
he received no direct explanation,
he did hear from Georgia Con-
gressman Pace that the presiden-
tial press secretary had issued a
statement denying that the snub
was intended. “It never fazed me
for a moment,” says Governor
Talmadge. “I’d much rather be the
snubbee than the snubber.”—ED.

Sirs:

In Roger Butterfield’s fine story
of the inauguration the statement,
“When the Dixiecrat Governor of
Georgia, Herman Talmadge, rode up
to the President’s platform . . .” has
caused considerable criticism in Geor-
gia because it does not correctly define
Governor Talmadge’s political po-
sition.

Although Governor Talmadge has
repeatedly voiced his opposition to
President Truman’s civil rights pro-
gram, he did not participate in the
states’ rights presidential campaign
to which the label Dixiecrat was gen-
erally applied. The presidential candi-
date of this so-called Dixiecrat move-
ment was Governor Talmadge’s cous-
in, Governor J. Strom Thurmond of
South Carolina, but Governor Tal-
madge did not in any way participate
in the campaign.


As a reporter attending many Dixie-
crat meetings, I did not see Governor
Talmadge or any of his main political
supporters present at any such meet-
ings after President Truman became
the Democratic nominee. Despite
claims of the Dixiecrats that Georgia
would join the other Southern states
which broke away from the Solid South
in the presidential election, Georgia
maintained its record of being the only
state never to vote the Republican
ticket.

I think, in fairness, it should be
pointed out that Governor Talmadge
remained a Democrat.

WILLIAM S. HOWLAND


Atlanta, Ga.

CONTINUED ON NEXT PAGE



FLAVOR


AT



ITS


FINEST

Beech-Nut BEECHIES
The Candy Coated Gum



Three varieties
PEPPERMINT, SPEARMINT, PEPSIN

This One



82W6-QPU-XTE6

*First and
Lasting*

The dependable
and consistently
high quality and
fine flavor of
Beech-Nut Gum
are the reasons
for its nation-wide
popularity

*It's "Always
Refreshing"*

You win either way when you've got **PA.***



● When you have Pipe Appeal—you have something *extra* with which to win the ladies! And when you have *mild*, rich-tasting Prince Albert in your pipe—you have real smoking joy and comfort!

PA.* means Pipe Appeal **PA.*** means Prince Albert

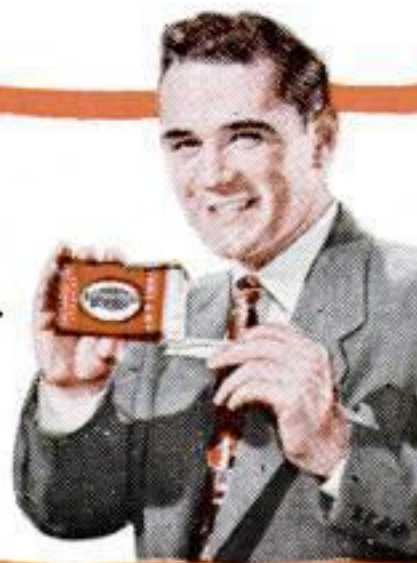
New Humidor Top—locks in freshness and flavor



● Like your tobacco really rich tasting? Like it mild, and easy on your tongue? Then get flavorsome, crimp cut Prince Albert—specially treated to insure against tongue bite. Buy P.A.—and see for yourself why it's The National Joy Smoke—America's largest-selling smoking tobacco.

R. J. Reynolds Tobacco Company,
Winston-Salem, North Carolina

"P.A.'S GREAT FOR
CIGARETTE MAKING,
TOO. ROLLS UP EASY—
TASTES GRAND!"



**The National
Joy Smoke**

LETTERS TO THE EDITORS

—CONTINUED—

DOGS

Sirs:

Oh those beautiful pictures! I'm not speaking of men (for once) or houses or clothes, but those gorgeous dogs (LIFE, Jan. 31). . . .

MIKI MARKOW

Mattapan, Mass.

Sirs:

Basenjis could have made an interesting addition to your story.

Basenjis are the only living descendants of the fossil dog *Canis palustris*. Basenjis were the royal dogs of Egypt as depicted in statues, murals and writings recovered from the Pharaohs' tombs, dating back as far as 3600 B.C.

These dogs are highly prized by the Azande tribes in Africa, not only for beauty and companionship but also for fearlessness displayed in hunting wild game. . . .

Basenjis do not bark but can whine, growl and yodel. They have a lustrous red or black coat with white markings which they groom religiously every day. Baths are unnecessary. One never notices a doggy odor, and shedding is practically nonexistent. Basenjis are small, 16 to 17 inches high, and weigh 20 to 25 pounds. They are gentle and loving by nature, particularly with children.

This breed is going places, earning new friends every day.

MRS. CLARENCE BARROWS JR.

Upton, Mass.

Sirs:

Why not give the bull terrier a bigger play?

The bull terrier, "the gladiator of the canine world," is to those who know him the utmost in perfection for a companion. The bull terrier, clean and symmetrically beautiful, never plagues the neighborhood with incessant barking yet is always alert to danger. Children he loves and he will tolerate untold amounts of abuse from them. However any unfriendly intruder on the family domain, whether two-footed or four-footed, is met with silent, savage fury and fighting prowess unmatched by any other dog.

The bull terrier was "bred by gentlemen for gentlemen" and as such he too is a gentleman. He is debonair, politely curious and possessed with a great sense of humor. Truly he is the White Cavalier of dogdom.

VICTOR F. PHILLIPS JR.

Washington, D.C.

Sirs:

. . . In fairness to the person who may be tempted to buy a beagle hound as a rabbit catcher, a slight clarification of your caption is in order. Although it is true that the beagle is "famous for never giving up a chase until it has run its rabbit to earth" and that he'd rather chase rabbits any day than eat, the beagle will never catch one. He will often chase till he has literally been run to earth by the rabbit. This perhaps explains the pleading look in his eyes. He wants a rabbit.

WALLACE W. FAIR

San Antonio, Texas

Sirs:

. . . I intend to have your enlightening chart on dog genealogy mounted and displayed at our 37th annual All Breed Show, on Mar. 20, for the

How BLEEDING GUMS ARE A 'SLY THIEF' of beautiful teeth!

Don't wait 'til
bleeding gums
warn you



4 out of 5—even teen-agers can have GINGIVITIS

If your gums bleed even the *slightest* bit—WATCH OUT! Tender, bleeding gums are often one of the most wicked enemies of beautiful teeth. So don't use a product to merely *clean* your teeth. Instead, see your dentist and at home use 'double-purpose' Forhan's made especially for BOTH massaging gums to be firmer and cleaning teeth.

**This Method Famous To
Curb Bleeding Gums**

This easy Forhan method is *famous* to curb bleeding gums, help gums be firmer with an attractive rosy pinkness. And you'll be delighted the way Forhan's cleans dingy, yellow-looking teeth to a bright sparkling cleanness. NO OTHER toothpaste, liquid or powder contains the Forhan formula. Yet Forhan's costs no more.

Beautiful Teeth Need Firm Gums

Never neglect bleeding gums. This is often the first sign of Gingivitis—a common gum inflammation which neglected often leads to horrible Pyorrhea. Only your dentist can help Pyorrhea. See him. Then at home start *at once*—use 'double-purpose' Forhan's.

Use 'double-purpose'
Forhan's
FOR CLEANER TEETH AND GUM MASSAGE

CONTINUED ON PAGE 8

True Yesterday...Today...

**PLYMOUTH—the low-priced car
most like high-priced cars**

and Tomorrow!

Working Out with Buddy O'Connor

Hockey's Most Valuable Player '47-'48



My hair scores a winner
in looks after the Vitalis
"60-Second Workout!" It's an
easy play—just take ...



"50 seconds to massage." Try the famous workout used by so many successful men in sports and business. Vitalis' special formula stimulates, refreshes your scalp as no non-alcoholic dressing does. And massaging with Vitalis routs loose dandruff, helps check excessive falling hair.

"10 seconds to comb." Now your hair looks *naturally* well-groomed. No greasy "patent-leather" shine—Vitalis contains no mineral oil. Just *pure vegetable oil* that prevents dryness, keeps your hair in place. Get a bottle of Vitalis today! At drug counters and barber shops everywhere.



Product of
Bristol-Myers

Use the
Vitalis
"60-Second Workout"
for handsomer, healthier-looking hair

P. S. Your barber is an expert. He knows how to keep your hair handsome, healthy-looking. Ask him about Vitalis and the individual, sanitary Sealtube application. *Vitalis and Sealtube are Bristol-Myers trade marks*

LETTERS TO THE EDITORS

CONTINUED

benefit of any who may not have had an opportunity of seeing it.

W. J. KINSELLA JR.

Mississippi Valley Kennel Club
St. Louis, Mo.

● For those who will not see the chart at the St. Louis All Breed Show LIFE has copies available upon request—first come, first served.—ED.

Sirs:

What a dearth of material there must have been for your recent number of LIFE to devote eight whole pages to that overrated quadruped the dog. In this town of 30,000 inhabitants the greatest pest is about 1,200 of them roaming the streets keeping people awake at night, polluting flowers and shrubs, etc., all in accordance with their engaging habits. If this be treason, so be it. There are many others who feel the same.

W. H. SMITH

Bellingham, Wash.

JAILED LOVER

Sirs:

When I read in the papers that Claude Marsan, "Ze Great Lovaire," got 90 days in jail on the grounds that his demonstration of how to make love was indecent, I seemed to remember having heard of him before. Sure enough, he turned up as a "Speaking of Pictures" in an old LIFE (Jan. 20, 1947). How come it took the law two years to catch up with him?

MAE JOHNSTON

Detroit, Mich.

● When LIFE first ran the story, Marsan, a bachelor and perfume manufacturer by trade, had already been giving his lectures at clubs and private homes for a couple of years. He went to Los Angeles with the idea of tutoring the stars in how to make love on the screen, got into trouble when he began hiring halls and putting up advertising posters on college bulletin boards. According to Prosecutor Robert Burns, "It really isn't a bad show. All Marsan has to do is clean it up a little."

According to Marsan, "I am aggrieved in my heart. A jury of women, those that I have a mission to save from the horrible effects of clumsy love-making, find me guilty."—ED.

GADGETS

Sirs:

Can't say that I blame Clifton Webb for not knowing what to do with his gadget (LIFE, Jan. 31). We belong to the Gadget-of-the-Month Club and so far have received two objects from them. One is a thing, sort of round, with a razor blade on one end. The card with it described its many uses but the only one I found was for my husband to take the blade out and shave with it. (We already had a wind-shield scraper given us for nothing.) The other gadget was a hat holder to keep your hat in shape. Neither of us wears hats. We're in a worse spot than Clifton Webb. We had to pay for our membership.

CELIA COHEN

Augusta, Kan.

Sirs:

Contrary to what you say in LIFE, the Gadget-of-the-Month Club does not send a gimmick each month—I

for
accentuated
uplift...



"Allo-ette" gives fashionable accentuated uplift to *average* and to *slightly* larger-than-average bosoms. Bandeaux, \$1.50 up; with 2-inch band, as shown, \$2.00 up; with 6-inch band, \$3.50 up.



GARTER BELTS by Maiden Form are also skillfully designed and beautifully made. Style shown, Tearose, White or Ice Blue Satin, \$1.50; others, \$2.00.

"There is a Maiden Form

for Every Type of Figure!"

Send for free Style Folders: Maiden Form Brassiere Company, Inc., New York 16, N. Y.

Fast HELP for HEADACHE



BROMO-SELTZER
FIGHTS HEADACHE
THREE WAYS

For fast help from ordinary headache take Emerson's Bromo-Seltzer. It fights headache three ways:

1. Relieves Pain of Headache.
2. Relieves Discomfort of Upset Stomach.
3. Quiets Jumpy Nerves.

Caution: Use only as directed. Get Bromo-Seltzer at your drug store, fountain or counter today. A product of Emerson Drug Company since 1887.



CONTINUED ON PAGE 11

Wrap up your food-keeping problems in one roll!



Look for the PLIOFILM trademark on the distinctive blue and yellow box with handy cutter edge.



IT'S MOISTUREPROOF! GREASEPROOF! WASHABLE!

Here's the finest food-saver you ever used. It's **Plioform** — Goodyear's famous air-moisture-liquid-proof, transparent wrapping — in handy rolls for home use. Because it is truly moistureproof, **Plioform** protects fresh fruits and vegetables from wilting; keeps leftovers from drying out in your refrigerator. It holds bread and cake fresh for days; keeps sandwiches and lunches tastier. The ideal wrap for freezing foods — prevents "freezer burn." Economical, too — can be washed and re-used many times. Ask for **Plioform** rolls today at grocery, chain, drug, novelty, hardware and department stores — or write: Goodyear, Plioform Dept., Akron 16, Ohio.

Plioform — T.M. The Goodyear Tire & Rubber Company

Plioform

3-way protection against air, moisture, liquids

GOOD YEAR PACKAGING FILM

SMILES COME EASIER WITH

Brighter Breakfasts!



BREAKFASTS WITH SWIFT'S PREMIUM, AMERICA'S BEST-LIKED BACON, are *brighter* breakfasts that start the day off right. Swift's Premium, you see, is rich in the energy-value nutritionists say breakfast must supply. And even the sleepest appetite can't resist its come-on flavor. Have *you* tasted the very special flavor of famous Swift's Premium Bacon? That marvelous *sweet smoke taste*—plus superb quality that *never varies*—has made Swift's Premium far and away the best-liked bacon in America.

FAILURE-PROOF COOKING! Place slices of Swift's Premium Bacon in cold frying pan. Do not overcrowd. Cook slowly, turning often to cook evenly. Drain on absorbent paper. If your family likes crisp bacon, pour off fat as it accumulates.



Swift's Premium

The Bacon with  the sweet smoke taste!

TERESA WRIGHT

Starring in Samuel Goldwyn's
"ENCHANTMENT"

says
"RC
tastes best!"



"The taste-test convinced me!
I compared the leading colas...
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LETTERS TO THE EDITORS

CONTINUED

haven't heard from them in three months, although I fully paid for a year's membership in August. Probably the only reason I heard from them at that time was because I had written asking them why I had not heard from them for the two months prior to that. What an outfit!

Sylvia Scheinin
Baltimore, Md.

● Don L. Davis, of the Gadget-of-the-Month Club, Inc., replies to Reader Scheinin, and the other readers who made similar complaints to LIFE, as follows: "We are confident that we are operating on a membership satisfaction of somewhere between 97% and 98%."—ED.

CLEO MOORE

Sirs:

Betcha you could dig up a better picture of Cleo Moore (LIFE, Jan. 24).

How about the one when she was sweet 16 (16 is right) and just married to (Senator) Russell Long?

Hmmm?

Pat Michaels
Hanford, Calif.



STARLET IN THE SNOW

● Cleo Moore married, not Russell Long, but his brother Palmer on a nocturnal, spur-of-the moment elopement to Manitou Springs, Colo. They were divorced a year later. No wedding pictures were taken.—ED.

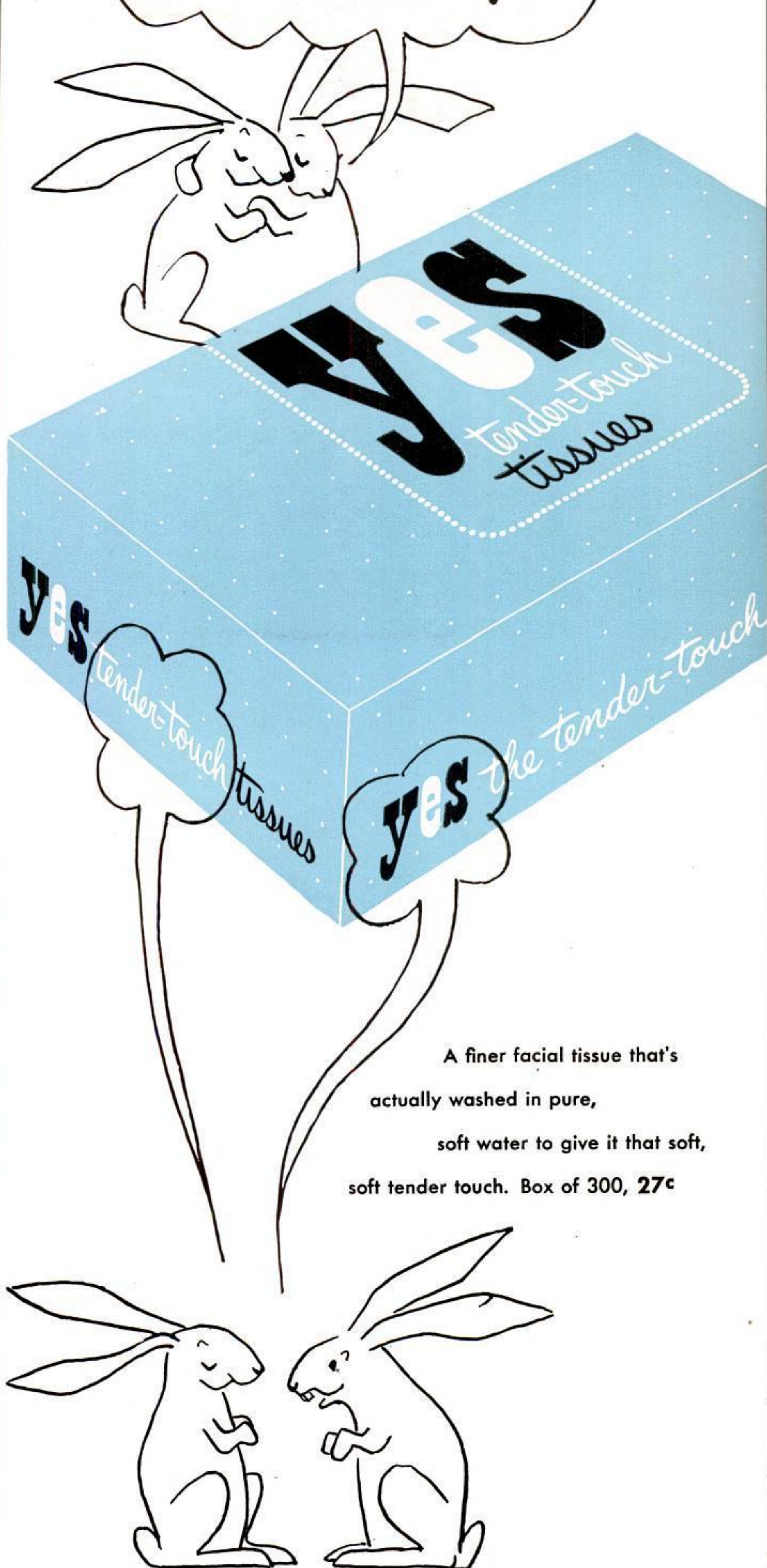
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MAYOR GAYNOR OF NEW YORK IS SHOT

SPEAKING OF PICTURES...

... "THE EXACT INSTANT" IS THEME OF NEWS PHOTO SHOW

How much luck is involved in a great news photograph, how much actual skill and ingenuity? That question, which is argued almost every day by newspaper cameramen, is now being raised by New York's Museum of Modern Art, which last week opened an exhibition of great news photographs of the past 100 years. Entitled "The Exact Instant" and assembled by Edward Steichen, the show is a survey of the way the camera has reported events during the past century.

The museum, like the arguing cameramen, does not settle the question, but it presents some interesting examples of what has made great pictures. The classic newspictures above and below were produced, respectively, by luck and by quick thinking. The shooting of New York's Mayor Gaynor was taken by William Warnecke who, late to festivities when the mayor was sailing for Europe, asked Gaynor to pose just for him and got his picture as the gunman shot. The *Vestris* picture was taken by an alert Swedish pantryman who had bought his camera just before sailing. Skillful timing produced Merwyn Brenton's picture of Clarence Darrow in the Loeb-Leopold case. Timing, quick thinking and luck all combined to produce the picture of J. P. Morgan hiding behind his top hat (*opposite page*). When the banker refused to pose, the cameraman turned adversity into advantage by photographing Morgan trying not to be photographed.



OPENING OF THE CHEROKEE STRIP in Oklahoma, at noon on Sept. 16, 1893, started with a volley of carbine fire which set off a furious stampede for the new territory.



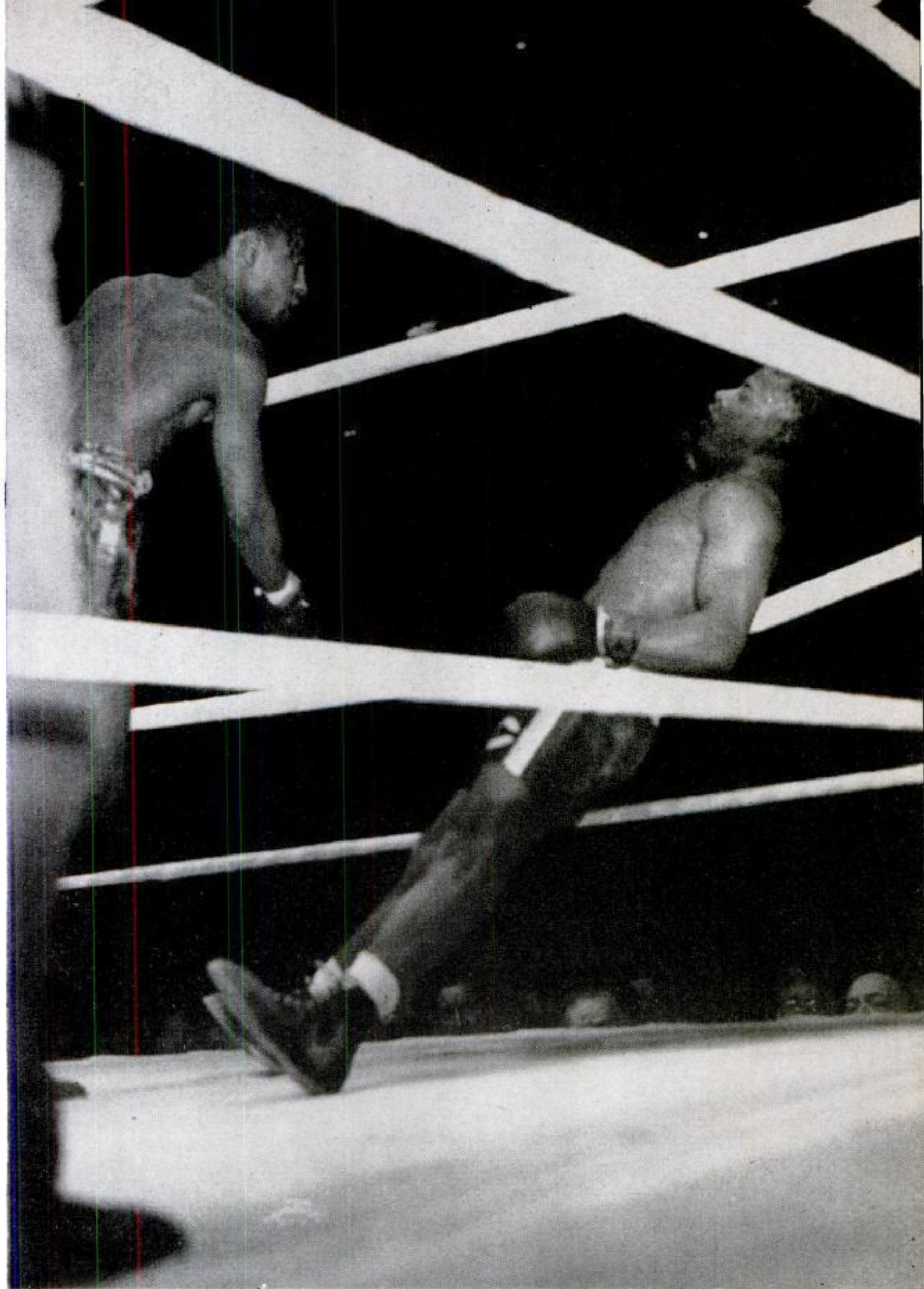
"VESTNIS" SINKING in 1928 cost 113 lives. Amateur's shot shows a steward praying (*left*).



CLARENCE DARROW, defense lawyer, loses a point in Loeb-Leopold case. Merwyn Brenton's photograph shows Darrow as one of the great courtroom actors of the century.



The noise of yelling and pistol shooting was deafening and several settlers were trampled to death in the rush. The photographer of this extraordinary picture is not known.



STIFFENED FIGHTER was shot by Chicago *Sun*'s Carmen Reporto, who covered bout on a hunch. Evening's main bout was over, other photographers had all packed up.

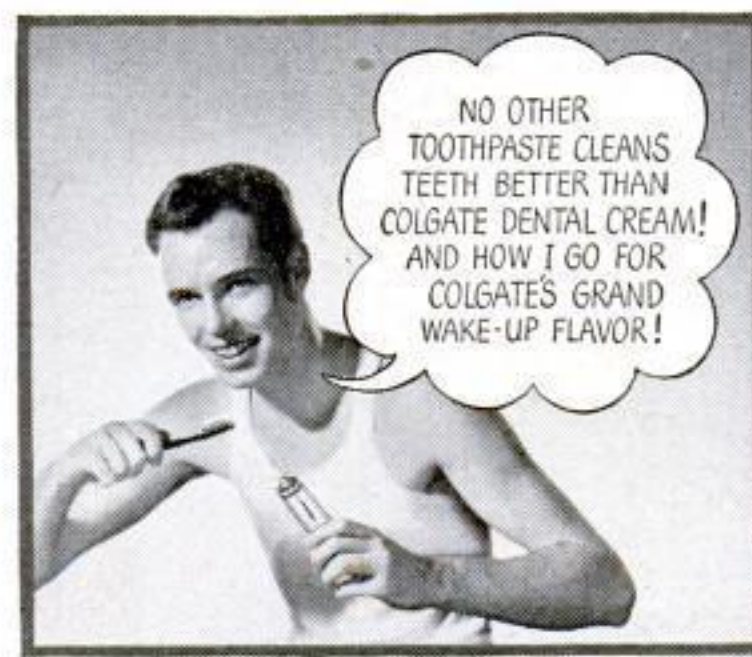
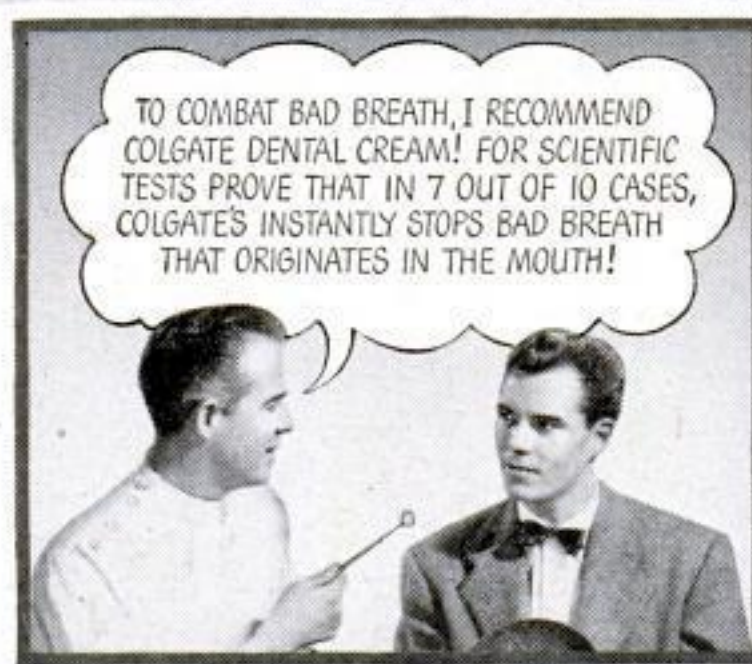


THE TRUMANS AT THE 1944 CONVENTION, taken when Truman's nomination for vice presidency suddenly seemed likely, is by Mel Larson of the Chicago *Times*.



J. P. MORGAN, covering his face with top hat, was taken at a Long Island wedding in 1937, where Mr. Morgan tried to duck cameramen. The photographer is unknown.

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SPEAKING OF PICTURES

CONTINUED



LOSER'S BREAKDOWN, taken by Maurice Johnson, shows the runner-up Elaine Campbell, weeping when she failed to win the 1947 Miss America title



WINNERS' RECEPTION, with Marlene Dietrich welcoming troops home, was set up by Photographer Irving Haberman but looks spontaneous

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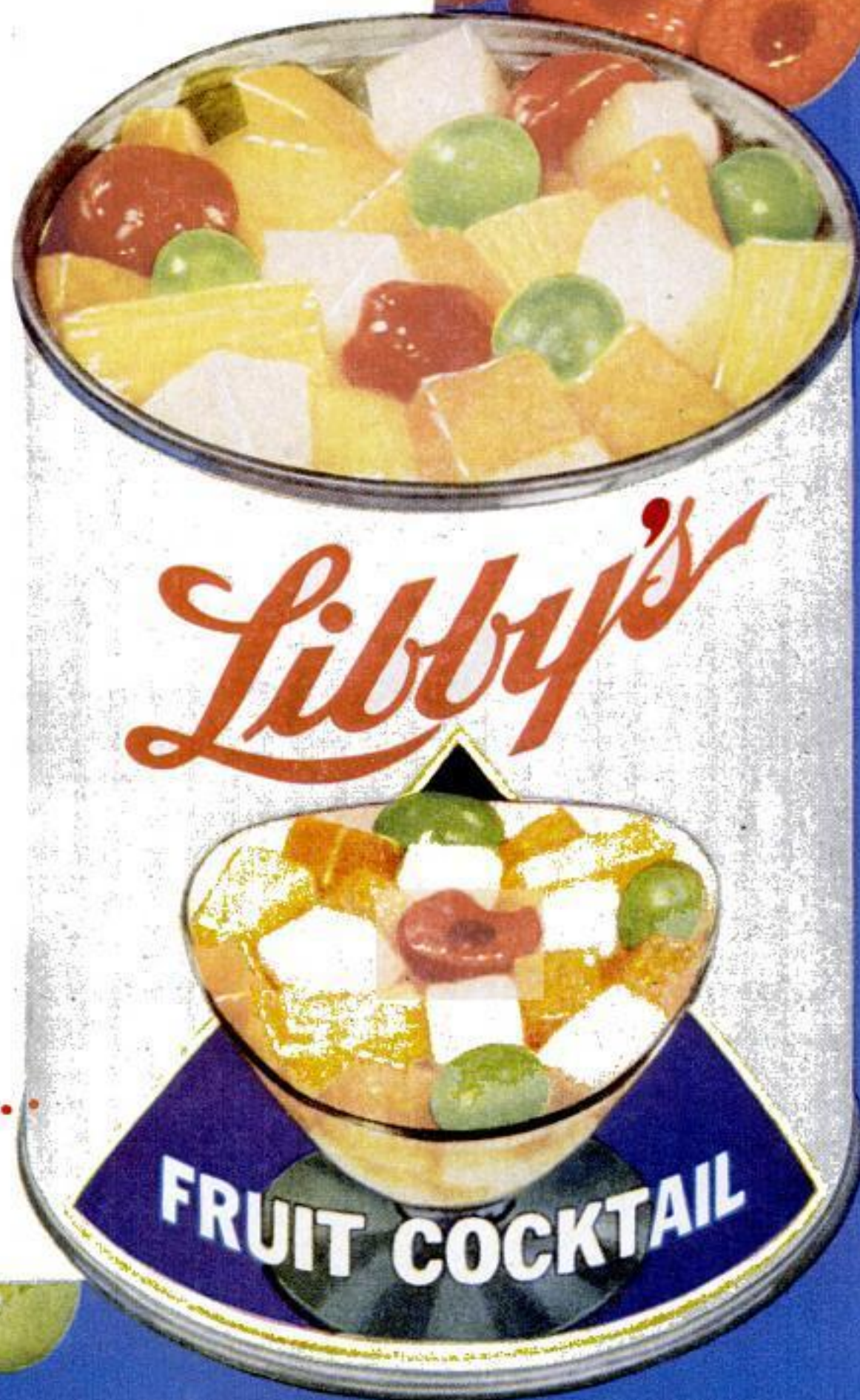
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LIFE'S REPORTS



ONCE RICH ON GRAFT, EUNUCHS NOW GLADLY POSE FOR A SMALL FEE

EUNUCHS OF PEIPING

Last relics of the Manchu Empire, they hope Communist regime will let them die in peace

by JAMES BURKE

The Temple of Kang T'ieh stands in a grove of giant cedars on the plain between Peiping and the Western Hills. It was an island around which the tides of war washed and passed on as the Communist armies advanced on the ancient Chinese capital. The sounds of gunfire which penetrated its timeless silence were merely echoes of past disasters to the 44 inmates of the temple, for their world ended irretrievably in another revolution 37 years ago. They are the last survivors of the 3,000 eunuchs serving in the Manchu court—and practically running it—at the time of the overthrow in 1912.

It rarely occurs to anyone that some of the eunuchs from those by-gone days of despotism might still be alive, an oversight that has spared them from too-close contacts with the modern world. Whether their quiet existence will change under the new regime no one can say as yet. For the moment they are continuing undisturbed their monklike pursuits while the Communists take over Peiping.

There were three old men moving about under the trees of the front courtyard when I visited the temple a short time ago. They looked strangely alike, with wrinkled faces of a soft, waxen texture and no trace of beards.

"Are you a *t'ai chen* (high chamberlain)?" I asked one of them, carefully remembering to use the formal eunuch title.

He said he was and I noticed his voice was quite normal—which was true of most Manchu court eunuchs, since only mature males ordinarily were selected for service. When I asked to see the abbot, one of them escorted me back through a second tree-shaded courtyard, then across to a small side court where the temple staff had its living quarters. In a moment the abbot appeared at his door, smiling and inviting me to come in. He gave me his calling card and I saw his name was Hsing.

We sat at a table in the abbot's reception room and an old eunuch in ordinary servant's dress poured tea. My seat was near the doorway opening on the bedroom and I could see the abbot or someone had been making paper flowers. The bed was strewn with gaily colored paper while blossoms in various stages of completion were laid out neatly on a table. The abbot noticed my interest.

"The empress dowager thought very highly of my flower making," he said. "She had me appointed to the interior decorations department of the inner palace."

Abbot Hsing was 20 when he volunteered for the palace service. He had a wife and two children but had reached the point where he was unable to support them or his widowed mother. So he was quite happy for the chance to sacrifice his normal manhood.

He arranged through a eunuch friend to be introduced to the chief eunuch—at that time the notorious Li Lien-ying, who had become the empress dowager's favorite through his skill at dressing her hair. For the usual commission Li approved young Hsing's application and sent him to a house just outside the Forbidden City. The family living there had for generations held the palace castration monopoly. No fee was charged but patients had to pledge a portion of their future palace earnings.

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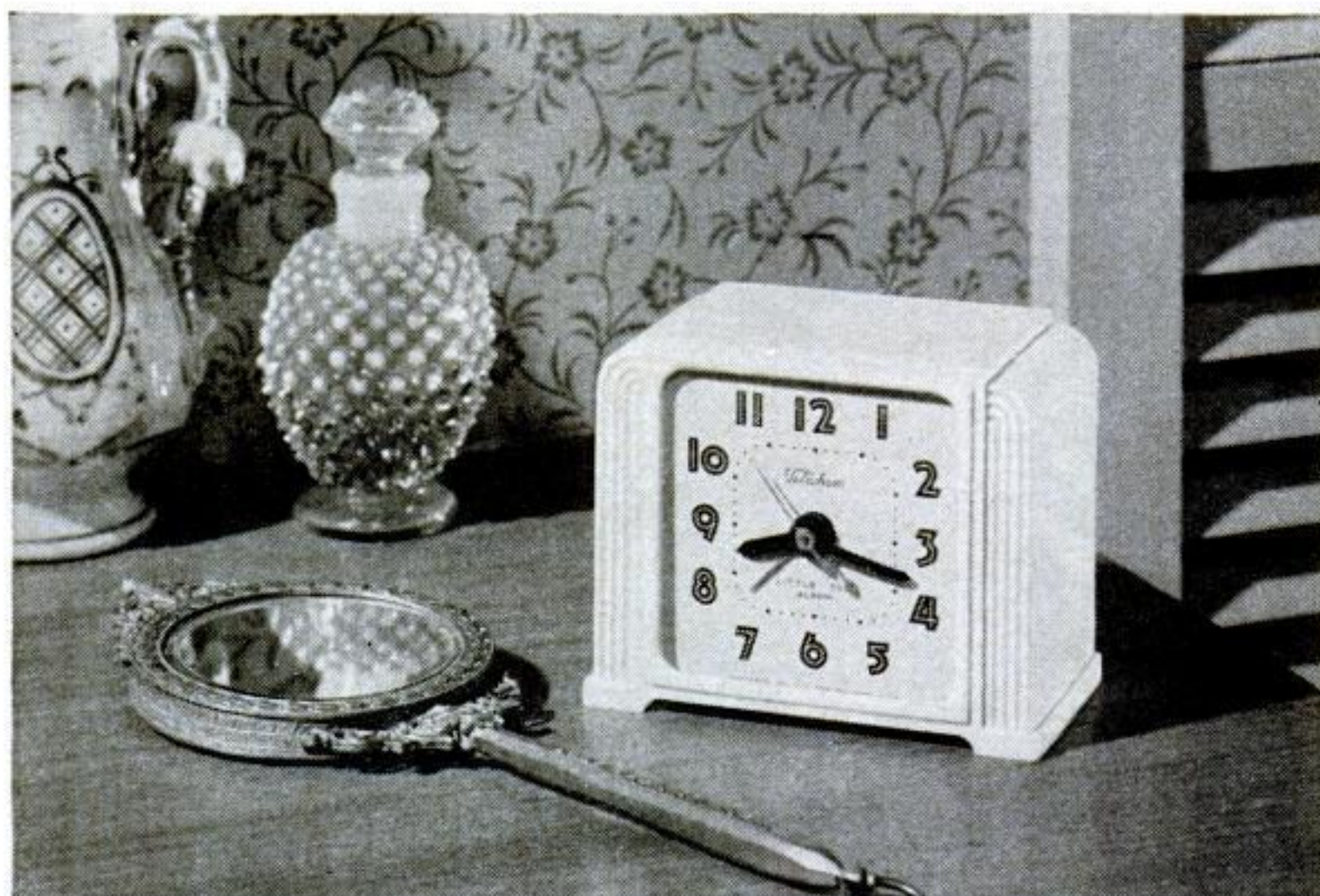
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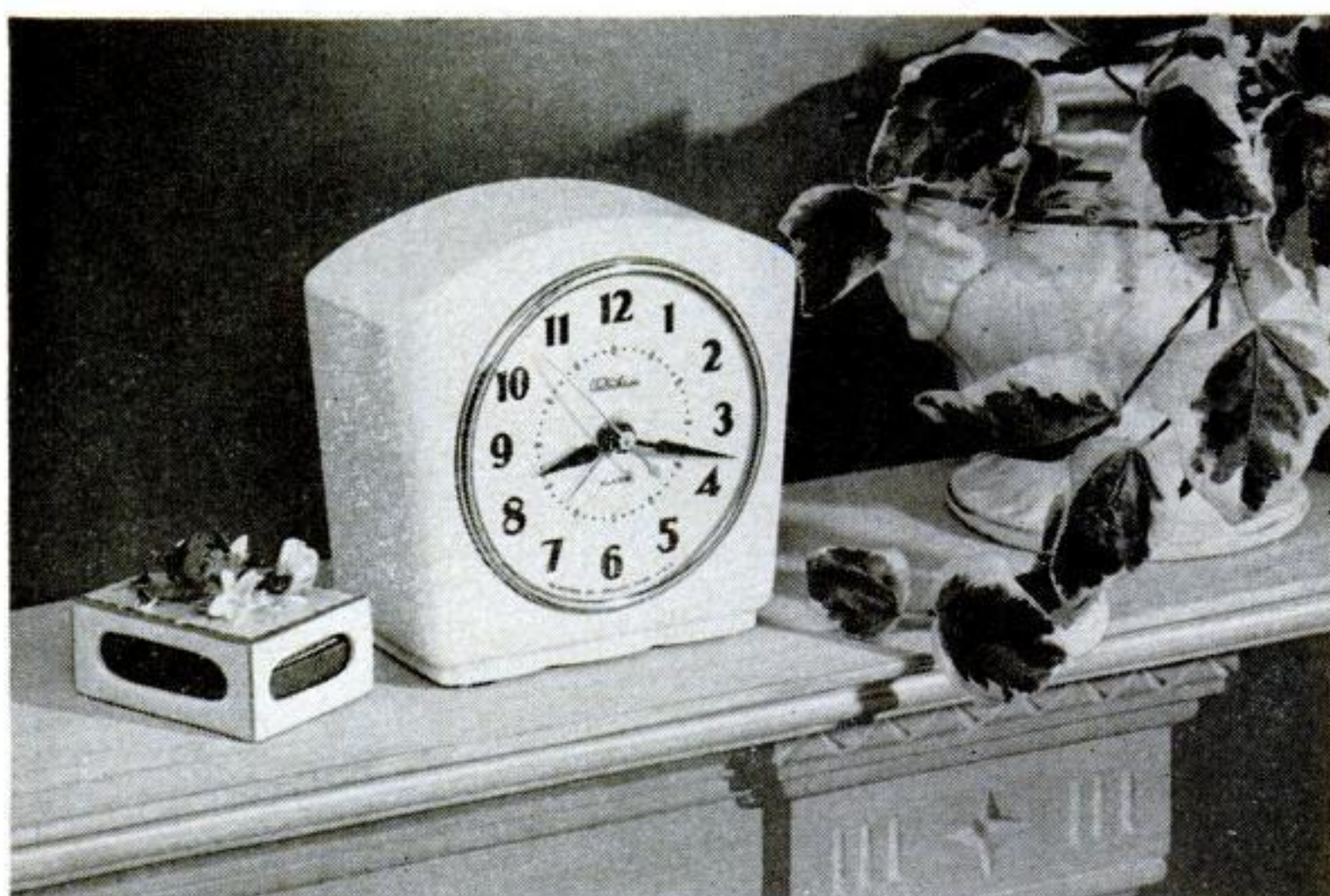
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LIFE'S REPORTS CONTINUED

Two and a half months after his operation young Hsing presented himself to the chief eunuch for assignment. It was his first time within the Forbidden City and the place overawed him. The immense cluster of yellow-roofed palaces and their imposing marble courts, all surrounded by two miles of high wall and wide moat, were located in the heart of Peking (Northern Capital, as Peiping then was called), a city within a city. As the only manservants in the Forbidden City, the eunuchs, according to the departments in which they were assigned, performed almost every kind of service. They were water carriers, gardeners, barbers, wine servers, bird trainers and doctors. There were 48 eunuch departments in the "front palace," where state affairs were handled and 20 in the "rear palace," which housed the imperial living quarters.

Hsing, through his friendship with the chief eunuch, was able quickly to work his way into the inner circle around the emperor. He spent his first season breeding winter crickets, treasured not only for their cheerful chirping during the dreary winter months but also because they served to impress upon tribute bearers of the primitive, nomadic Mongol tribe the omnipotence of the celestial empire. After this Hsing got himself the job of arrow boy to the emperor and forthwith spent all his spare time studying the operations of the senior eunuchs, who had built up for themselves elaborate systems of graft.

There was, for instance, the handling of the emperor's concubial responsibilities, a source of considerable extra income to the eunuchs in the emperor's private chambers. Each member of the imperial harem had her name engraved on a small ivory tablet in the emperor's quarters. In the evening tablets of those concubines or wives who were not indisposed were placed face up in a large silver dish. After the emperor finished dinner a eunuch knelt before him with the dish. This was known as "presenting

CONTINUED ON PAGE 20



ABBOT HSING supervised palace interior decorating under empress.

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LIFE'S REPORTS CONTINUED

the menu." If the emperor felt so inclined he selected a tablet and turned it face down in the dish.

Every concubine naturally had ambitions of raising her status by bearing the emperor a son. By depositing a substantial bribe with the eunuch in charge of the menu, a concubine who had not been attracting much imperial attention could improve her chances appreciably. The eunuch would simply remove from the dish the tablets of the emperor's favorites, making it appear they were indisposed. If the stratagem proved successful the happy concubine would then be carried, wrapped in a silken quilt, to the imperial bedchamber. Her time with the emperor was carefully restricted and she was then carried, again wrapped in the quilt, over the shoulder of a eunuch back to her chambers. Name, day and hour of relationship were recorded in a special register so that there could be no question as to the legitimacy of an imperial offspring.

Hsing was maneuvering himself in among the most important of Emperor Kuang Hsü's private eunuchs when that unfortunate ruler was displaced by the Old Buddha, as the empress dowager was known. She disapproved of his modern government reform ideas and in 1898 engineered a coup by which she took over the reign and kept the emperor confined on a tiny island in one of the imperial pleasure lakes until his death 10 years later.

This called for a quick about-face on the part of Hsing, but he was a resourceful man. When he learned of the dowager's love for artificial flowers he began visiting Flower Street in Peking's old Chinese City and watching the paper-flower artisans at work. One day he slipped some blossoms he had made into the empress's bedroom, a move which led to his appointment as head eunuch of the interior decorations department. Here he soon amassed a small fortune by squeezing outlandish sums from the palace treasury for his department's purchase of supplies.

Then an event took place about which Hsing's art and resourcefulness could do nothing. The Chinese revolution put an abrupt end to the entire imperial institution. Three thousand of the world's most skilled men-servants suddenly found themselves jobless and unwanted. There is no record of exactly what happened to all the eunuchs and Abbot Hsing does not know. He only remembers that he and several hundred others decided to retire to the Temple of Kang T'ieh where, although not monks in the strict sense of the word, they lived like members of a reli-

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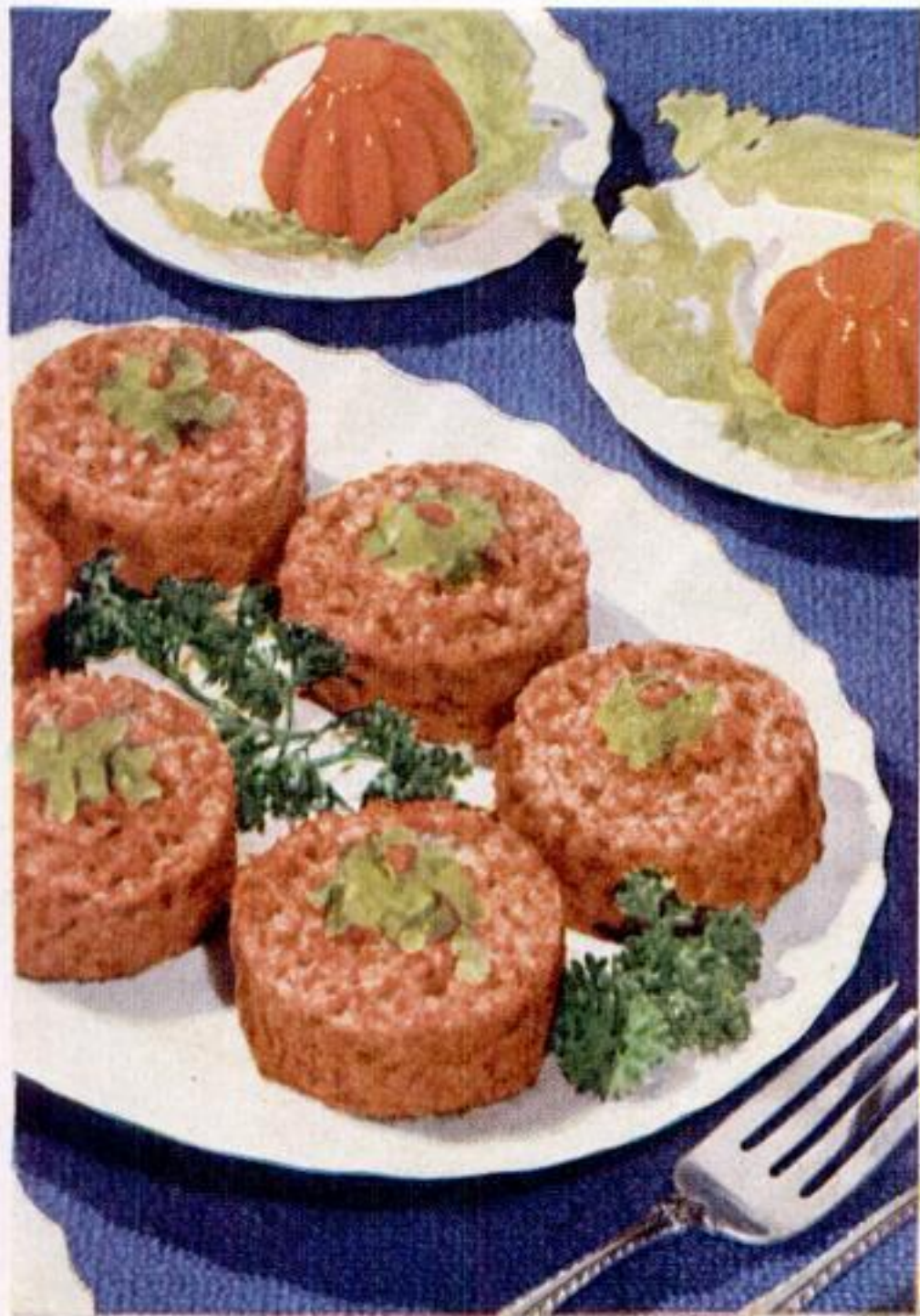
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LIFE'S REPORTS CONTINUED

gious order, subsisting largely on the produce of their gardens. Today these several hundred have dwindled to 44, including the abbot. He is 73 years old and the others range from 60 through 85.

The temple was one thing the eunuchs could call their own. It was erected nearly 500 years ago as the shrine of a Chinese eunuch hero, Kang T'ieh (which means literally "Iron Strength"). Kang T'ieh was one of the foremost generals under the first emperor of the Ming Dynasty. His armies helped to drive the last Mongol usurper from Peking in the mid-14th Century. The grateful emperor put him in charge of the imperial household, and he later voluntarily became a eunuch to squelch rumors that he was behaving improperly with the palace women.

When the Communists were advancing on Peiping, their radio once broadcast a suggestion that the eunuchs, along with other museum pieces of the Forbidden City, be moved southward should the government carry out its decision to remove Peiping's art treasures. Abbot Hsing was not amused by this flippancy. "We do not have long to live," he said. "If the Communists decide to hasten our deaths, there is little that we can gain or lose. If we die here, we will not have far to travel to join our kindred spirits."

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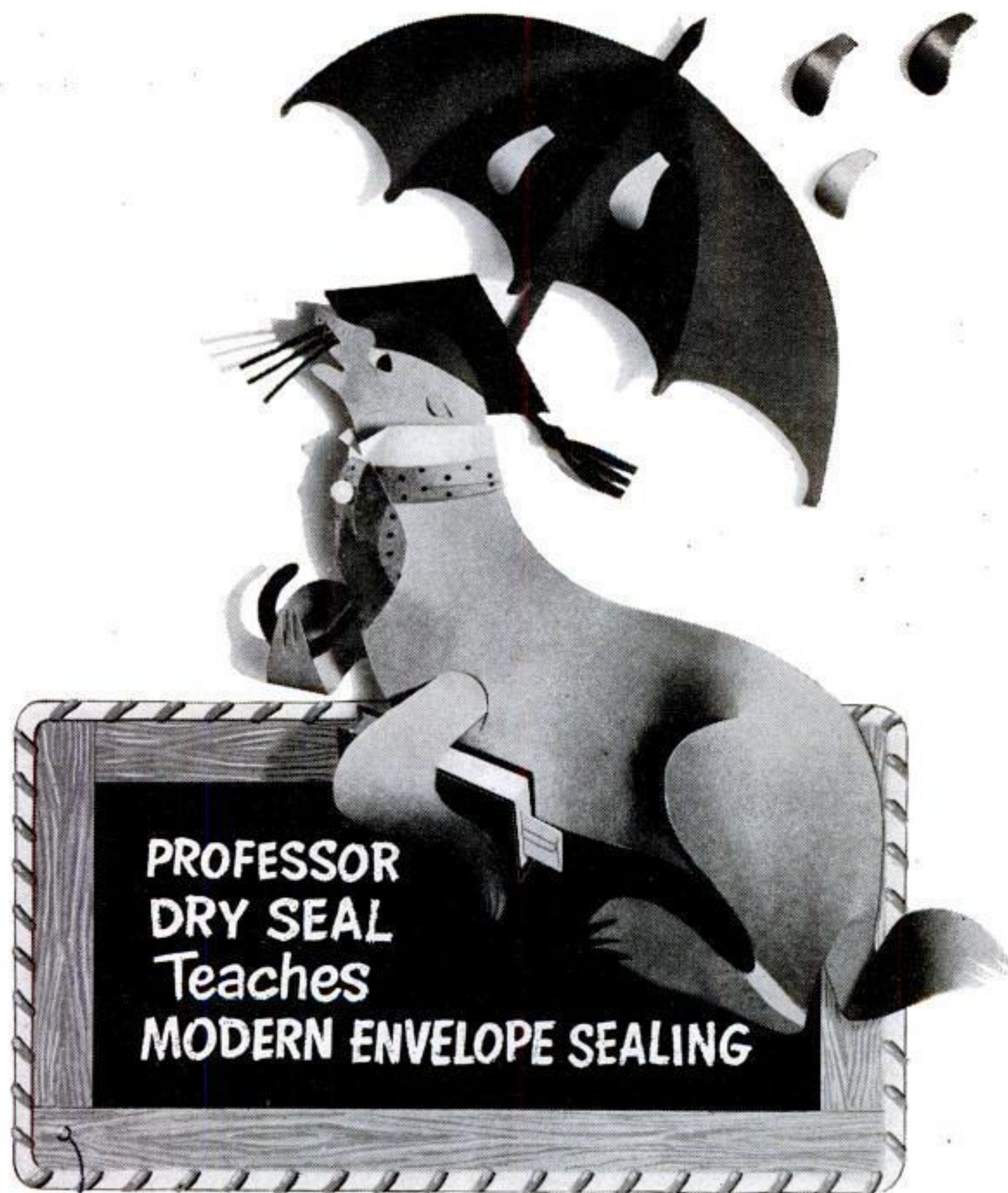
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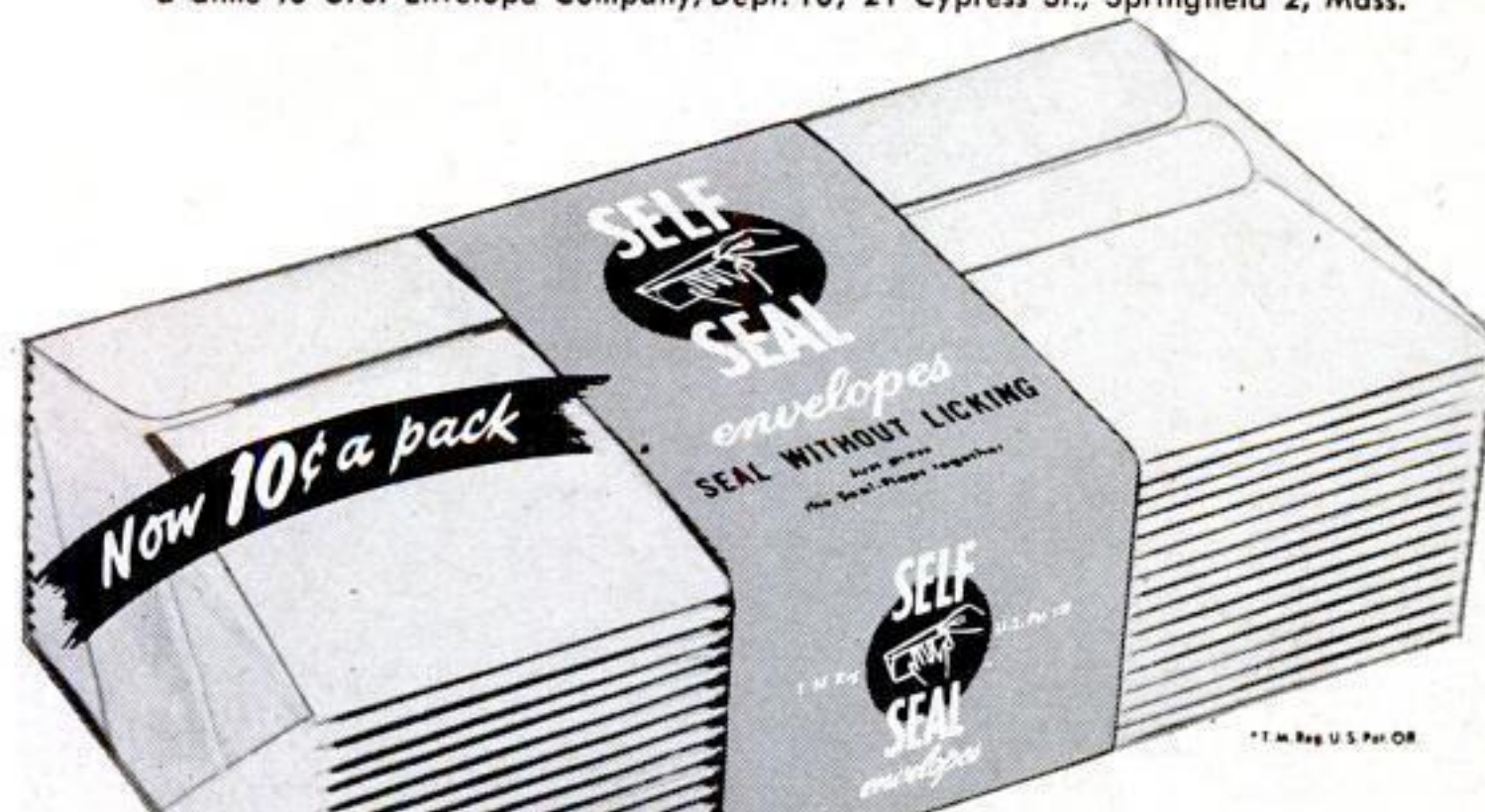
If you're in that rapidly disappearing class of envelope-lickers, learn a lesson from Professor Dry Seal! Switch to SELF-SEAL* envelopes—the really modern envelopes that need no licking, no messy moisteners. All you need do is turn the lower tab up under the upper flap —  pass one dry finger across —  and your envelope is sealed.

Self-Seal envelopes come in two sizes; in cellophane-wrapped packs. Writing paper to match  is also available.

You will find Self-Seal envelopes, too, combined with fine writing papers, in beautiful gift boxes.  At your favorite stationery counter.

SPECIAL "Get Acquainted" OFFER

For a trial combination package of Self-Seal envelopes and writing paper, send a dime to U.S. Envelope Company, Dept. 10, 21 Cypress St., Springfield 2, Mass.



Self-Seal Envelopes Manufactured by UNITED STATES ENVELOPE COMPANY Springfield, Mass.
World's largest Manufacturer of Envelopes

Dorothy Hart's smile wins six offers from Hollywood!



Dorothy Hart, Universal-International Starlet, blazed onto the Hollywood scene as the winner of a big film studio's country-wide beauty contest. Then she spurned the prize—a movie contract—to become a cover girl.

After Dorothy's winning smile appeared on the covers of eight leading magazines in rapid succession, the movies beckoned again. This time, more insistently. Dorothy couldn't say "no" to all six tempting offers she received. At Universal-International now, with four pictures to her credit, she is on the threshold of stardom. And she is taking care to keep the sparkle in her famous smile. "It's a Pepsodent Smile," Dorothy says, "I know from experience, Pepsodent brightens my teeth best!"

The smile that wins is the Pepsodent Smile!

Dorothy Hart knows it. And people all over America agree—the smile that wins is the Pepsodent Smile! They've seen how Pepsodent removes the film that makes teeth look dull—uncovers new brightness in their smiles!

Wins 3 to 1 over any other tooth paste!

Families from coast to coast recently compared delicious New Pepsodent with the tooth paste they were using at home. By an average of 3 to 1, they said New Pepsodent tastes better, makes breath cleaner and teeth brighter than any other tooth paste they tried. *For the safety of your smile use Pepsodent twice a day—see your dentist at least twice a year!*



Winsome Dorothy Hart, sketched by artist while she rehearses scene for her latest film, **THE COUNTESS OF MONTE CRISTO**, a Universal-International Release.

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CONTENTS

THE WEEK'S EVENTS

COMMUNISTS MAKE MARTYR OF CARDINAL	27
EDITORIAL: THE MINDSZENTY CASE	30
A NEBRASKA KEYHOLE LETS IN A SNOWDRIFT	31
U.S. BEGINS TO ASK IF BOOM HAS ENDED	32
ANATOLY AND PIOTR ARE CARRIED TO OLD VIRGINNY	36
LONDON AND MOLINE HAVE LABOR TROUBLE	38
MAUNA LOA ERUPTS	66

ARTICLE

THE WAR MEMOIRS OF WINSTON CHURCHILL, VOLUME II, PART III	48
---	----

PHOTOGRAPHIC ESSAY

THE TRUMAN CABINET	104
PHOTOGRAPHS FOR LIFE by ARNOLD NEWMAN	

MEDICINE

MUSEUM OF HEALTH	73
------------------	----

MOVIES

ELIZABETH TAYLOR by FRANCES LEVISON	78
-------------------------------------	----

ART

REVOLT IN BOSTON	84
RED CROSS ART	101

AVIATION

JATO JUNIOR	91
-------------	----

THEATER

IDYL OF THE ICE	95
"DEATH OF A SALESMAN"	115

MODERN LIVING

RUGGED FINISH	103
---------------	-----

EDUCATION

FUTURE FARRIERS	111
-----------------	-----

SPORTS

LAVELLI OF YALE	122
-----------------	-----

FASHION

CARDIGANS	129
-----------	-----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS	5
SPEAKING OF PICTURES: "THE EXACT INSTANT" IS THEME	
OF NEWS PHOTO SHOW	12
LIFE'S REPORTS: LAST OF THE EUNUCHS by JIM BURKE	17
PEOPLE	43
LIFE GOES TO AN ELEPHANT HUNT	134

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LIFE'S COVER

While Arnold Newman was taking the portrait which appears on the cover of this week's LIFE, he discovered that the new Secretary of State is an ideal subject. Although Acheson had been in office only a few days and was beset by the newness of his job and the world pressures he had inherited, he was completely calm and unruffled. His diplomatic poker face was also a photographer's delight. For long-exposure shots made in the natural light of his office he proved capable of sitting without twitching a muscle for as much as 10 seconds—an accomplishment usually achieved only by professional models.



In 18.6 Seconds A Toboggan Can Race Down 1/5 Of A Mile Of Icy Chute... But In Only

TWO SECONDS



Bayer Aspirin Is Ready To Go To Work!

MAKE THIS TEST!

To actually see how fast it's ready to go to work, drop a Bayer Aspirin in a glass of water and time its disintegrating speed. What happens in the glass, happens in your stomach.



The two most important kinds of relief when you're suffering from an ordinary headache, neuritic or neuralgic pain, are *fast* relief and gentle, *dependable* relief. And one thing that gives you *both* is genuine Bayer Aspirin.

Because Bayer Aspirin starts disintegrating almost instantly you take it ...because it's actually ready to go to work in *two seconds*...it brings relief with amazing speed. And besides being so effective that doctors regularly

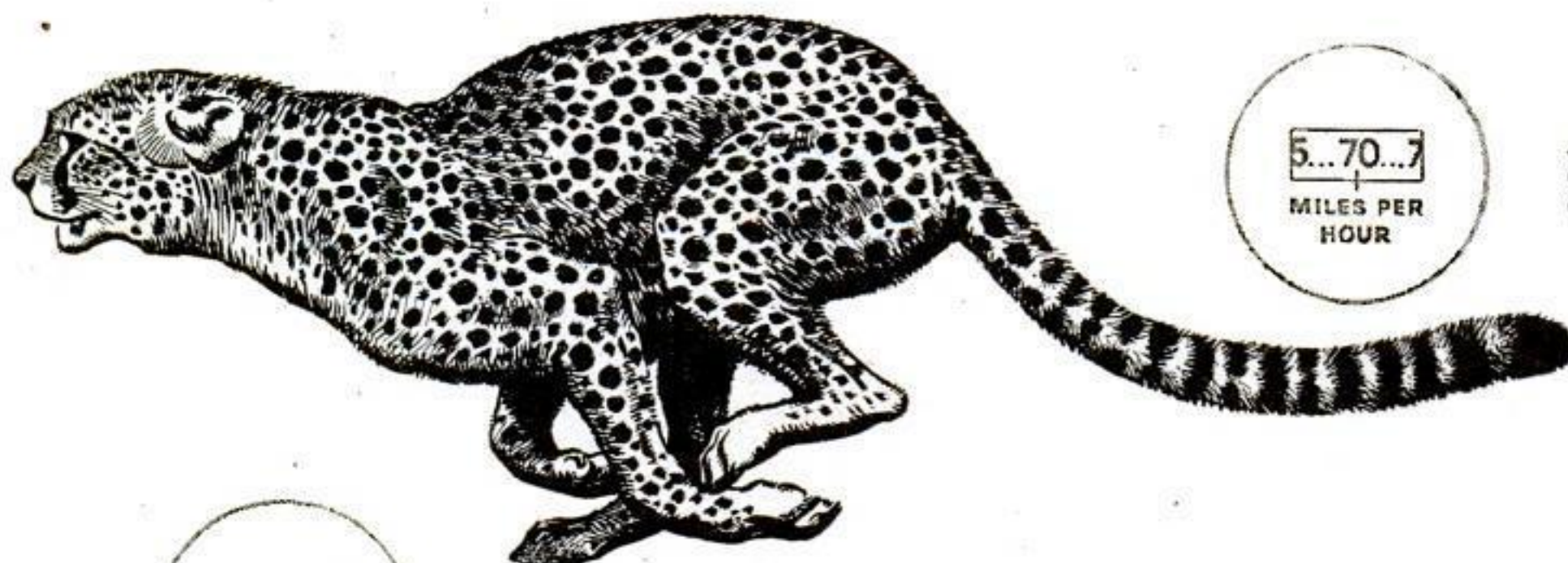
prescribe it for pain relief, Bayer Aspirin's single active ingredient is so *gentle* to the system that mothers give it even to small children on their doctors' advice. That's why, when you take it, you can take it with utmost confidence.

So don't experiment with drugs that have not stood the test of time. For *fast*—and *dependable*—pain relief, do as millions do. Use Bayer Aspirin. And when you buy, be sure to buy by name. Ask for *Bayer Aspirin*.

***Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine**

BAYER ASPIRIN

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5...70...7
MILES PER HOUR

A streamlined body and a spotted coat identify the **CHEETAH**. He has been clocked at seventy miles per hour.

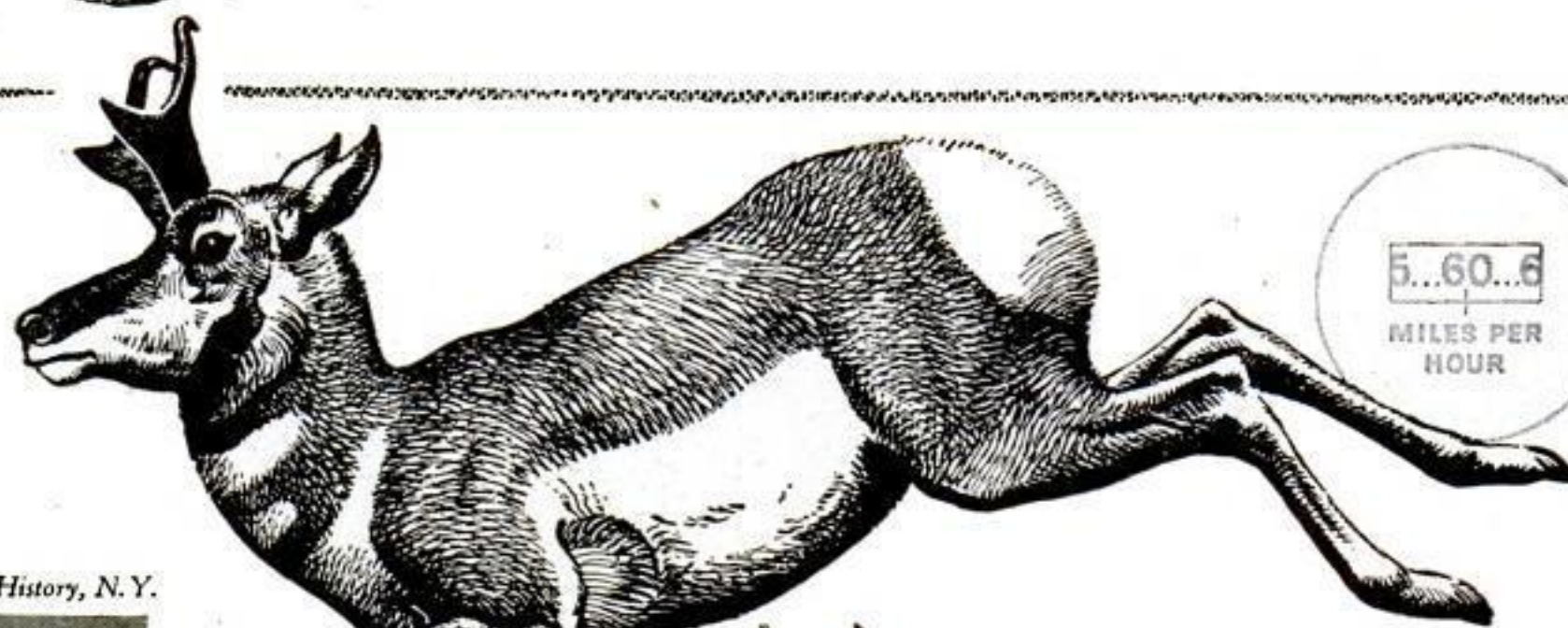


?????
MILES PER HOUR

Zip! The Western **DEER BOTFLY** is shaped like a streamlined bumblebee and is identified by the brown leading edge of his wings. Some authorities say this Botfly goes three or four hundred miles per hour.

**Prepared in cooperation with specialists of American Museum of Natural History, N. Y.*

When you see these speedsters
THE "TRADE-MARKS" OF NATURE*
will identify them



5...60...6
MILES PER HOUR

The **PRONGHORN ANTELOPE**, which can attain sixty miles per hour, is distinguished by horns that have a spur-like prong.



5...50...5
MILES PER HOUR

The **WHITE-TAILED DEER** often reaches a speed of fifty miles per hour when startled. You can't mistake his identifying mark, the flashing white underside of his tail, as he speeds away.



5...180...
MILES PER HOUR

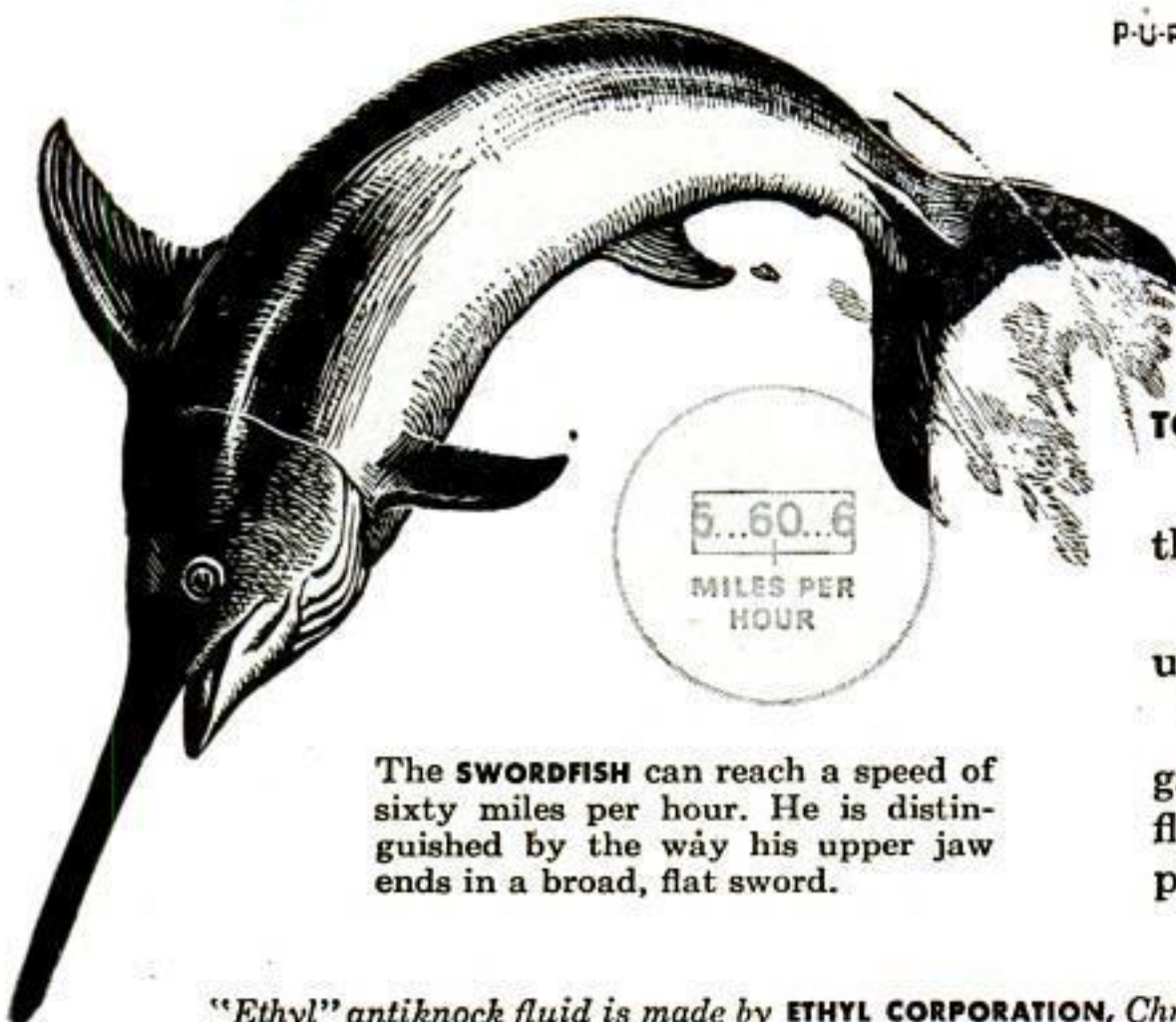
A feathered dive bomber—said to hit one hundred and eighty miles per hour—is the **DUCK HAWK**. He can be identified by the mustache-like markings at the base of his bill.



When you buy gasoline

THE TRADE-MARK "ETHYL"

identifies gasoline stepped up with "Ethyl" antiknock fluid



5...60...6
MILES PER HOUR

The **SWORDFISH** can reach a speed of sixty miles per hour. He is distinguished by the way his upper jaw ends in a broad, flat sword.

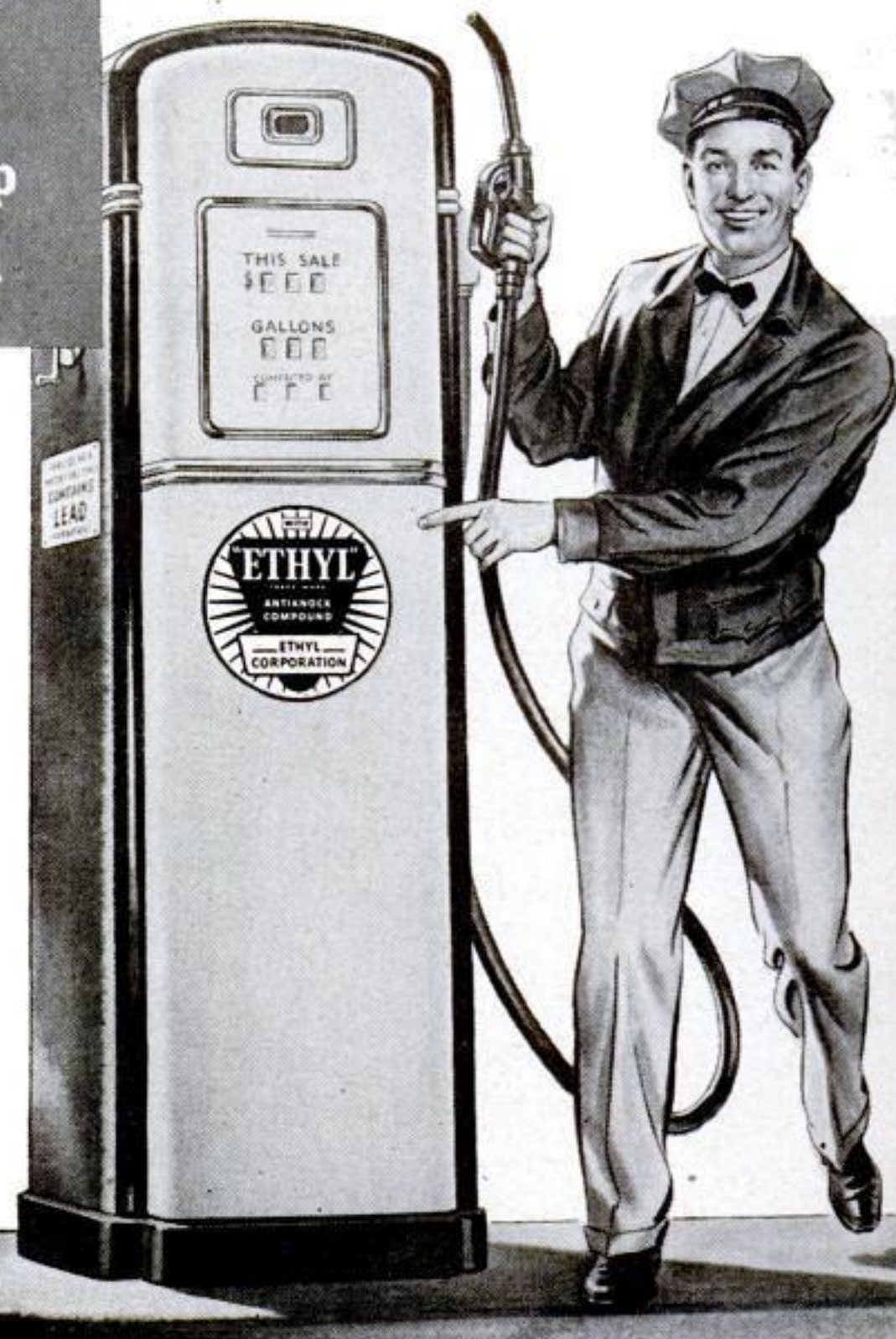


TO MAKE YOUR CAR PURR WITH POWER...

to get performance that whisks you through the stop and go of city traffic...

to enjoy the effortless power that eats up the miles on the open highway...

ask for "Ethyl" gasoline—high quality gasoline improved with "Ethyl" antiknock fluid, the famous ingredient that steps up power and performance.



"Ethyl" antiknock fluid is made by **ETHYL CORPORATION**, Chrysler Building, New York 17, N. Y.

COMMUNISTS MAKE MARTYR OF CARDINAL

Last week the Communist government of Hungary sentenced a cardinal of the Roman Catholic Church to prison for life and thereby brought upon itself a worldwide wave of denunciation. Despite the vigor and volume of this protest the Communists, in trying and condemning Joseph Cardinal Mindszenty, Prince-Primate of Hungary, had in some measure done what they originally set out to do. They had undertaken to destroy the immense reputation and effectiveness in southeastern Europe of the man who, more than any other, personified Catholic opposition to Communism within the Soviet bloc.

But the West was not deceived. It believed with Hungary's ex-Premier Ferenc Nagy (*p. 28*) that Mindszenty was victim of some dreadful assault upon his mind and soul. At the trial it was said that he had connived with Prince Paul Eszterházy for black-market dollars, that he had counted upon an early war to unseat the Red regime, that during a visit to the U.S. he had conspired with Archduke Otto for a Habsburg restoration, that he had treasonably corresponded with U.S. Minister Selden Chapin. It was shown that he had resisted a settlement between the Catholic Church and the Communist state—and that, after his arrest, he had "approved" such a settlement. The cardinal himself was allowed to say, "I am guilty in principle and detail of most of the accusations made, but I cannot accept the conclusion of having participated in a plot to overthrow the democratic regime." Had he committed treason? New York's Cardinal Spellman answered for the West: "If this be treason, to deny allegiance to an atheistic Communist government—then thank God Cardinal Mindszenty confessed to treason, as would I, if this free land of America ever were conquered. . . ."

THE PRINCE-PRIMATE, his face set and his eyes burning, stands to hear "People's Court" sentence him to life imprisonment. Still seated is one of the Communist guards who escorted the cardinal to court each day.



MINDSZENTY ON TRIAL seemed entirely different from the proud, confident cardinal who had rallied Hungary's anti-Communists. Walking to the courtroom between his two Communist guards (*above*), the prince-primate moved slowly as he scanned the charges against him. Later he seemed to be alert and nervously watchful (*below*).



MINDSZENTY'S FINAL TESTAMENT (*below*) came as Prince Paul Eszterházy (*extreme left*) and other defendants watched. He said, "God give peace in these days. . . . I ask this peace for my church, my love for which I brought here, too for the Hungarian state toward which I showed my obedience, and peace for my own soul. . . ."



ATTACK ON A SOUL

Ex-premier tells how Reds forced others to confess

by FERENC NAGY

Exiled Former Premier of Hungary

Few know what transpired in the dungeons of the political police in Budapest during the 38 days which elapsed between the arrest of Joseph Cardinal Mindszenty and his appearance in court. I, and everyone who knew him well, regarded him as one of the bravest men of our age; everyone knew, when on Dec. 26 he marched to prison, with his head held high, that he was proud of his beliefs and ready to sacrifice his very life for the Christian ideals he represented. Thirty-eight days later the same man was made to appear a turncoat and weakling in direct contradiction to his professed creed and to all the valor of his past.

It is my belief that the will power and reasoning power of Cardinal Mindszenty were destroyed by drugs, probably placed in his prison food. I base this belief upon my knowledge of Communist police methods in Hungary and elsewhere. The world on this side of the Iron Curtain wonders what tortures or methods exist which could possibly bring about a complete change of personality. Incredible as it may seem, the Communists have in fact discovered processes by which a man's soul can be torn apart and put together again.

[Several U.S. authorities in psychiatry and medicine consulted by LIFE said that no drug known to them could account for the acts and manner of Cardinal Mindszenty at his trial. However two prosecution witnesses at the trial who later escaped to Vienna said that they had been forced to falsify—and that in their opinion Cardinal Mindszenty had been drugged.—ED.]

The fact that man's spiritual personality can be made to disintegrate while his outward appearance remains practically normal was demonstrated during the trial of Valentine Arany. Arany was a Hungarian engineer, a quiet, openhearted man with a character as hard as the steel he worked with. He was charged by the Communists with conspiracy. After three months in the dungeons of the Hungarian Communist police, a confession was produced and Arany was brought to trial in March 1947. To the utter surprise of everyone in court Arany then retracted every word of the confession. His head high, he said that he had been coerced into signing it and began to describe vividly the tortures he had suffered. The presiding judge suspended the trial and Arany was carried off, but this time by Russian agents of the MVD. A few days later his trial was resumed. When Arany again entered the courtroom, his chin was on his chest and his eyes resembled those of a hunted animal, but otherwise his outward appearance was unchanged. He not only confessed to all the charges but voluntarily displayed repentance and an inconceivable desire to atone.

What had happened? The facts are now known. At first the Hungarian police had forced Arany to stand for 120 hours facing a whitewashed wall lighted brilliantly by glaring lights; during these five days he received no food and was never permitted to sit down or sleep. Teams of inquisitors relieved each other in continuous questioning. It seemed to them, at the end of 120 hours, that his spirit was completely broken. But they were wrong. Arany recovered his senses and his will. After he retracted his confession in open court and tried to tell the story of his tortures, the MVD took him in hand. Its agents gave him a drug "treatment" which was at once more drastic and more subtle. After it he did not recover.

Somewhere, unknown to anyone in Hungary, Dominick Szentiványi is wasting away. Szentiványi, a career diplomat, was accused of participation in the same "conspiracy" which involved Arany. Some overzealous police official played havoc with Moscow's plans; having "prepared" Szentiványi for months one of the experts overdressed him, and a man broken in soul and mind appeared at the trial, unable to deliver the sensational "confession" that had been drilled into him. He had become insane.

I am convinced that Cardinal Mindszenty was also "prepared"—that we saw in his trial the perfection of a new and horrible science of inquisition. Both Moscow and Budapest knew that the case of Cardinal Mindszenty would attract worldwide attention. The prelate had to be "prepared" in such fashion that he would appear at the trial as if he were physically his old self, confessing just enough and showing just enough repentance to be believable and to justify a heavy sentence. After breaking the cardinal's will power, the Communists attacked his soul. One could very well say that his soul was bisected, then left in suspense for a while, then put together again according to a perfect arithmetical formula to fit a precise political design. We who have known this rock of a man know that only the human frame of Joseph Cardinal Mindszenty faced the Communist judges. From within that body all that remained of a great man, strangers spoke and confessed—the criminals who had killed him.

© 1949 BY FERENC NAGY



THE WESTERN PROTEST against the persecution of Mindszenty was voiced by thousands of plain people in the U.S. and England, as well as by government officials and Catholic dignitaries. Here the congregation of a Hungarian Catholic church in Chicago prays for the cardinal. In Britain 7,000 persons attended a Catholic protest

meeting at Albert Hall. The Pope had excommunicated the Hungarians responsible but the world's anger was not appeased nor was it limited to Catholics. President Truman called the prosecution "infamous." At week's end the same Red bell tolled for Protestants in Soviet Europe as Bulgaria announced the arrest of 15 religious leaders.

THE MINDSZENTY CASE

THE SENTENCING OF A HUNGARIAN PRELATE IMPERILS THE WESTERN IDEA OF HUMAN RIGHTS

Last week a Prince-Primate in the Catholic Church, Joseph Cardinal Mindszenty, was framed and sentenced by a Hungarian Communist "People's Court" to imprisonment for life. Mindszenty had been a stiff-necked opponent of the Communist drive to nationalize the Hungarian church schools; he had seemed almost to court martyrdom by his refusal to make concessions. To the Communists the cardinal's intransigence was not religious but political; Mindszenty stood in the way of Red political consolidation not only in Hungary but elsewhere in Eastern Europe. But the Mindszenty courage was "political" only as all things must be political under totalitarianism; where Caesar sets himself up in the place of God any attempt to worship a God that is over and above the state must become "treason" by definition.

Other East European religious leaders had run afoul of Communism before Mindszenty; for example, Bishop Lajon Ordass, the Lutheran leader in Hungary, had been accused of foreign currency manipulations and sentenced to jail for two years. But the case of Mindszenty inflamed the imagination of the West as no other persecution of religious leaders in the Communist satellite states had done. Protestants and Jews as well as Catholics hastened to protest. The reason for the anger and perturbation was not far to seek: the fate of Mindszenty challenged the whole Western conception of society, which insists that man must be free to seek God in his own way without coercion or dissuasion by the civil authority, and that the moral law is antecedent to civil law. No matter what the surface indications may show, in sentencing Mindszenty the Hungarian court was not only undermining the rights of Catholics, it was also cutting at the philosophical view of life that is the very basis of the American republic.

God-Given Rights

To be sure not all Americans have stated it thus to themselves. Many of us have allowed the animating conception of Western society to grow dim in our minds. Instead of thinking of "rights" as inhering in the God-given nature of the individual, we tend to think of them as social dispensations granted by the state. In other words we use the word "right" as synonymous with the word "permission." But Americans still *feel* that there are natural limits to what a state may do to the individual. They still feel that life, liberty and the pursuit of happiness should not be abrogated by any tyranny, even the tyranny of a majority.

When the Czechoslovak authorities "persuaded" Jaroslav Drobný, international tennis star, to hang up his rackets for the winter and join the Czech hockey team, it was good for a laugh on the U.S. sports pages. But the laugh was uncomfortable, for it was born in an awareness that Drobný's natural rights were being invaded. Similarly when a Hungarian government decree forbade the mating of mongrel dogs, the laughter in U.S. circles was far from genial. Hearing of that decree, the American automatically thought of the cartoons of the late Clare Briggs and of H. T. Webster, in which the right of a kid to his mongrel pup is unquestioned. The right to own a mongrel dog and the right to worship God in one's own way

may seem leagues apart, but they depend on the same root conception of man as a free being and the state as an agent that has no business invading the natural rights of the citizen.

The roar of anger that went up over the Mindszenty sentence indicated that one more marker had been passed on the road of our education in the ways of Communism. But how much does it take to complete an education? The main Communist premise, which is to obliterate capitalist democracy and even Western democratic socialism from the face of the earth, is set down in the written works of Marx, Lenin and Stalin. Presumably we should have known this long ago, but U.S. citizens can no more be bothered with reading the tortured dialectics of Stalin than they could be expected to wade through the gobbledygook that paraded as prose in Hitler's *Mein Kampf*. If Americans won't read the threats of the Marxist prophets, however, they ought surely to do some arithmetic with the multiplication of events. It should have been sufficient warning a year ago when Jan Masaryk, the Czechoslovak foreign minister, hurtled from a window in Prague. The Communist blockade of the Western zones of Berlin, the intensification of the cold war, the collapse of China, the murder of democratic peasant leaders in the Balkans—any one of these should have been enough to demonstrate Red intentions. Taken all together they are as conclusive as Mount Everest. Our hot anger at the sentencing of Mindszenty is more than justified. But the point is that we should have been coldly angry months ago.

So far as the Communist menace abroad is concerned, there is mounting evidence that Americans have finally learned their lessons. President Truman's inaugural blast at Communism was both solid and sophisticated. Paul Hoffman's remark that Stalin makes Hitler look like a piker indicated that ECA is presided over by a businessman who happens to know the nature of Communist politics. Although we failed to do anything in China in time, we have not been too tardy in facing up to the Communist threat in Europe.

Our Double Standard

For all our growing wisdom about the nature of Communism as it operates abroad, however, we still continue to observe a double standard when we contemplate its workings on U.S. soil. U.S. citizens fume at the inside jobs pulled off by Communist infiltration squads in Poland and Bulgaria, but these same citizens often insist on attacking those who are trying to expose and prevent similar inside jobs in America. We attack the "smear tactics" of congressional investigatory committees, but we fail to attack—or even to recognize—the smears and character assassinations that are practiced every day by Communists and fellow travelers.

What can Americans do to follow a single standard in their opposition to Communism? First of all, they can make it their business to find out how the Communists work through a spider-web of "innocent front" organizations. Years ago the Communists relied on New York novelists, poets and artists to "front" for them on letterhead and list. But the novelists and poets got wise to what was going on. Since then the Communists have had to fill out their let-

terheads with the names of Hollywood characters and university professors who teach astronomy and the social sciences. The nitwits who front for Communism on Hollywood salaries are probably beyond redemption, but Americans can still hope to bring some sense of reality to Harvard and to M.I.T.

A Decision Needed

Beyond doing the elemental work of labeling Communist influence for what it is, Americans would do well to reach a decision about the legality of the Communist party and the honor of Communists in government, school, press and labor-union jobs. If the 11 Communist leaders now on trial in New York for conspiracy to advocate the use of force and violence against the U.S. are convicted, isn't Congress logically bound to outlaw the party which takes orders from these leaders?

Americans have been against outlawing the Communist party for pragmatic reasons: it is useful, they have said, to keep Commies in the "open." But in granting legality to what is presumably an arm of conspiracy, we make it logically difficult to deal with Communist party members in state universities and on government payrolls. When President Raymond B. Allen of the University of Washington recently got rid of three professors, two of whom are admitted Communists, "liberals" wailed that "academic freedom" was being infringed. Dr. Allen's decision was based on painstaking analysis of the 3,000 pages of testimony produced by 60 witnesses, and his argument that party Communists must follow the "line" no matter what it does to the quality and honesty of their teaching can hardly be refuted. But it didn't satisfy Dr. Allen's "liberal" critics to ask just why a state university should use the people's taxes to support professors who work for a party that is dedicated to the violent overthrow of the state. If the Communist party were to be declared illegal, even the liberal Dr. Allen's "liberal" detractors would be compelled to admit the logical relevance of his action.

In any event the fight against Communism in the U.S. has just begun. It must be fought to the finish here as well as elsewhere, for not until Communism is driven back and left to disintegrate within some vast Eurasian concentration camp of its own making will Americans have peace and freedom to tackle the many lesser problems that beset them.

PICTURE OF THE WEEK: ➔

The tricks of wind-driven snow are strange and wonderful. There is a Western Air Lines office in blizzard-ridden Alliance, Neb. with an unheated back room. On the wind-pummeled north wall there is an unweatherstripped door with a keyhole. During the recent storms an airlines employee glanced into the room and saw that snow was being blown in through the keyhole. He went away. Two days later he returned and found an enormous drift on the floor (*opposite*). There seemed to be only one explanation. All the windows were shut. The snow was dry and talcum powdery and the wind had been blowing at the rate of 40 mph. Like a camel passing through the eye of a needle, the drift must have come through the room's only opening, the keyhole.

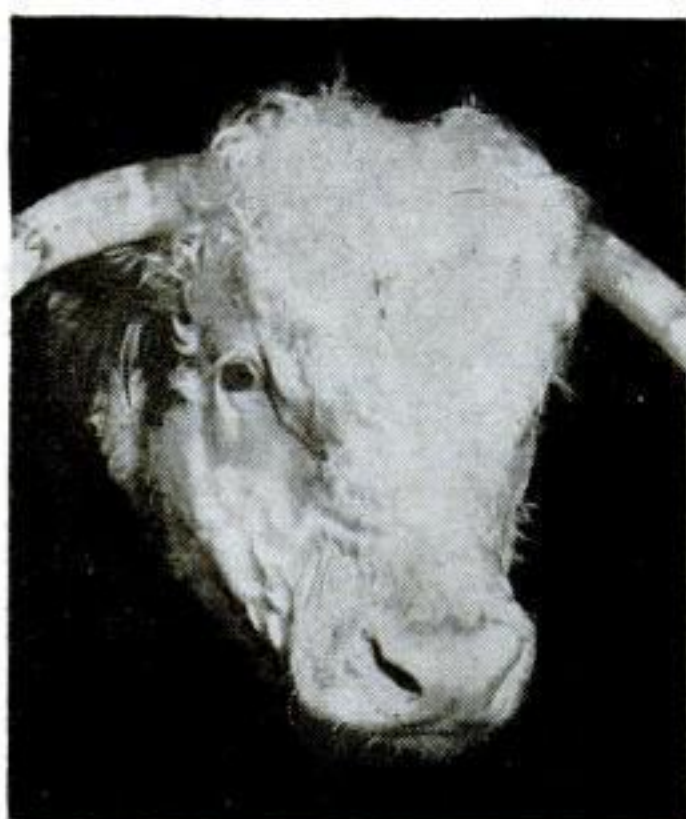


IN ALLIANCE, NEB. AN AIRLINES EMPLOYE
POINTS TO KEYHOLE THAT LET IN SNOWDRIFT

FARM COMMODITY PRICES

RECORD HIGH

LAST WEEK



AUGUST 1948: \$39 PER CWT.



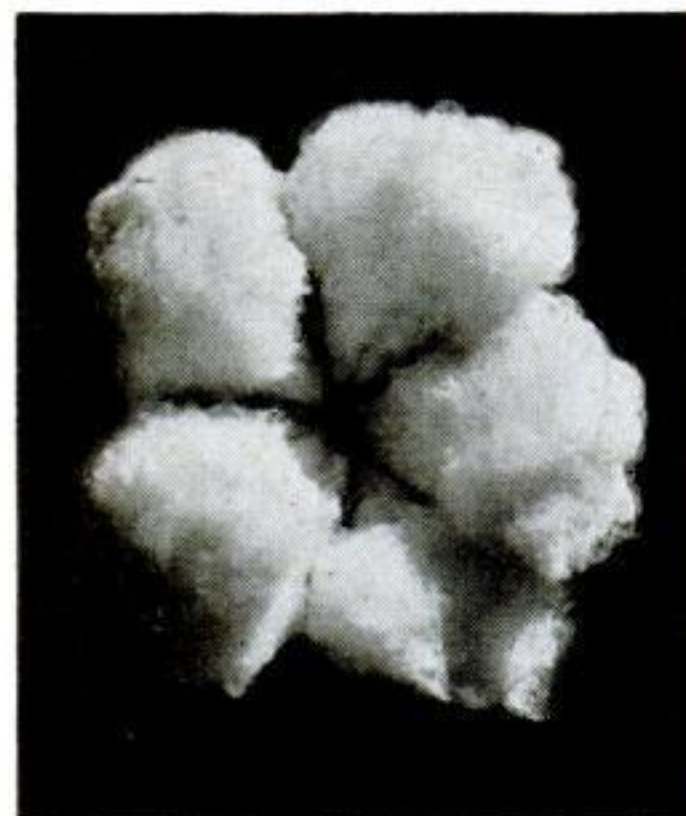
\$23 PER CWT.



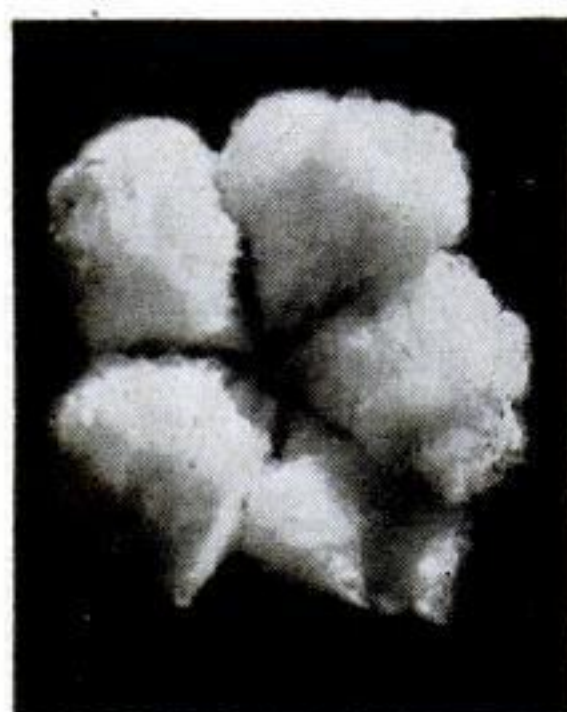
JANUARY 1948: \$2.83 PER BU.



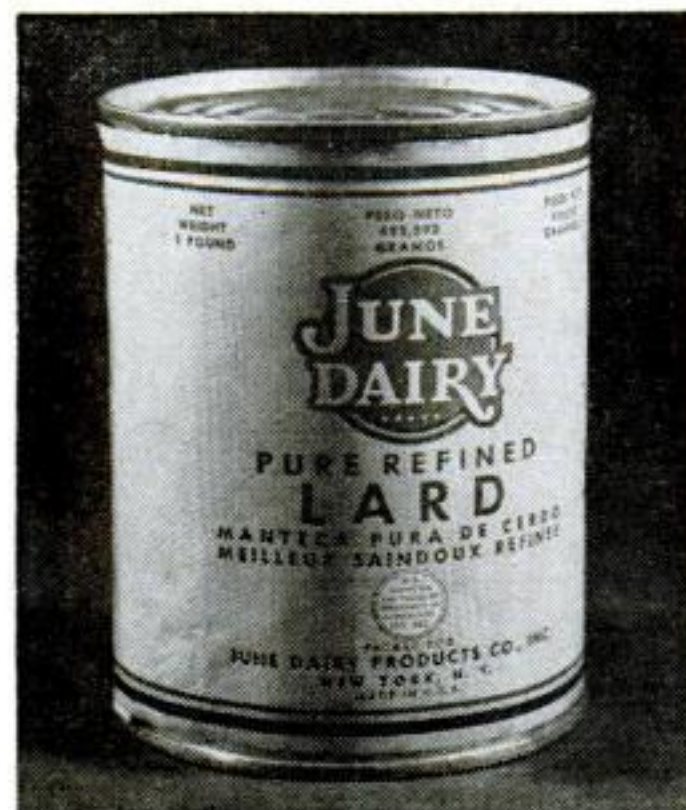
\$1.21 PER BU.



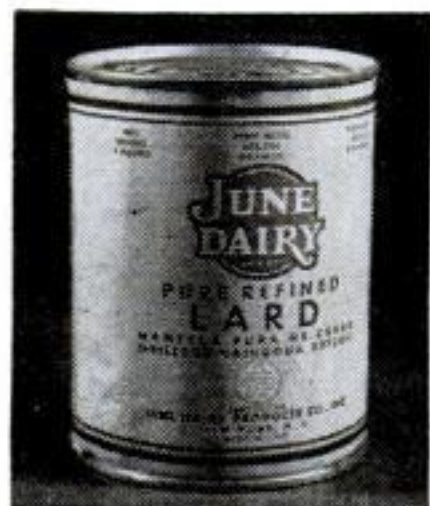
JULY 1947: 40¢ PER LB.



32¢ PER LB.

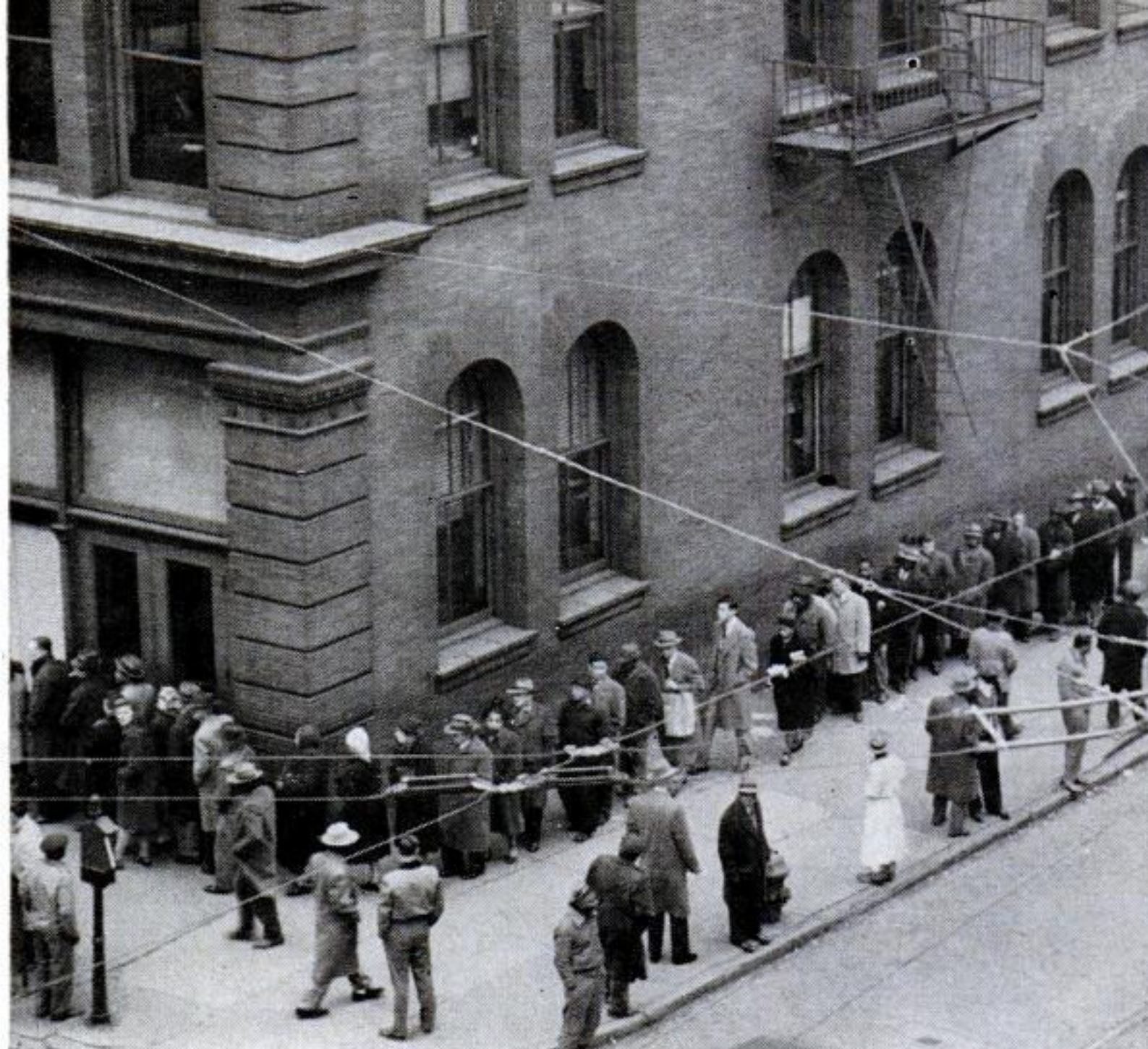


MARCH 1947: 32¢ PER LB.



12¢ PER LB.

THE FARMER'S LOSS is shown in these pictographs representing the tumble commodity prices have taken since their postwar peaks. Many of the prices today are well below government support levels, and lard has even fallen below its price in OPA days.



IN BALTIMORE A LINE OF UNEMPLOYED APPLYING FOR COMPENSATION CHECKS

IS THE BOOM ENDED?

Last week some bits of business news added up to a story that jumped from the financial section of the newspapers right up to page one. It posed the big question: Is the boom ended? Three Congressional investigating committees began to look for an answer, and an hour-long session of President Truman's new Cabinet considered the subject.

There were some arguments on the affirmative side:

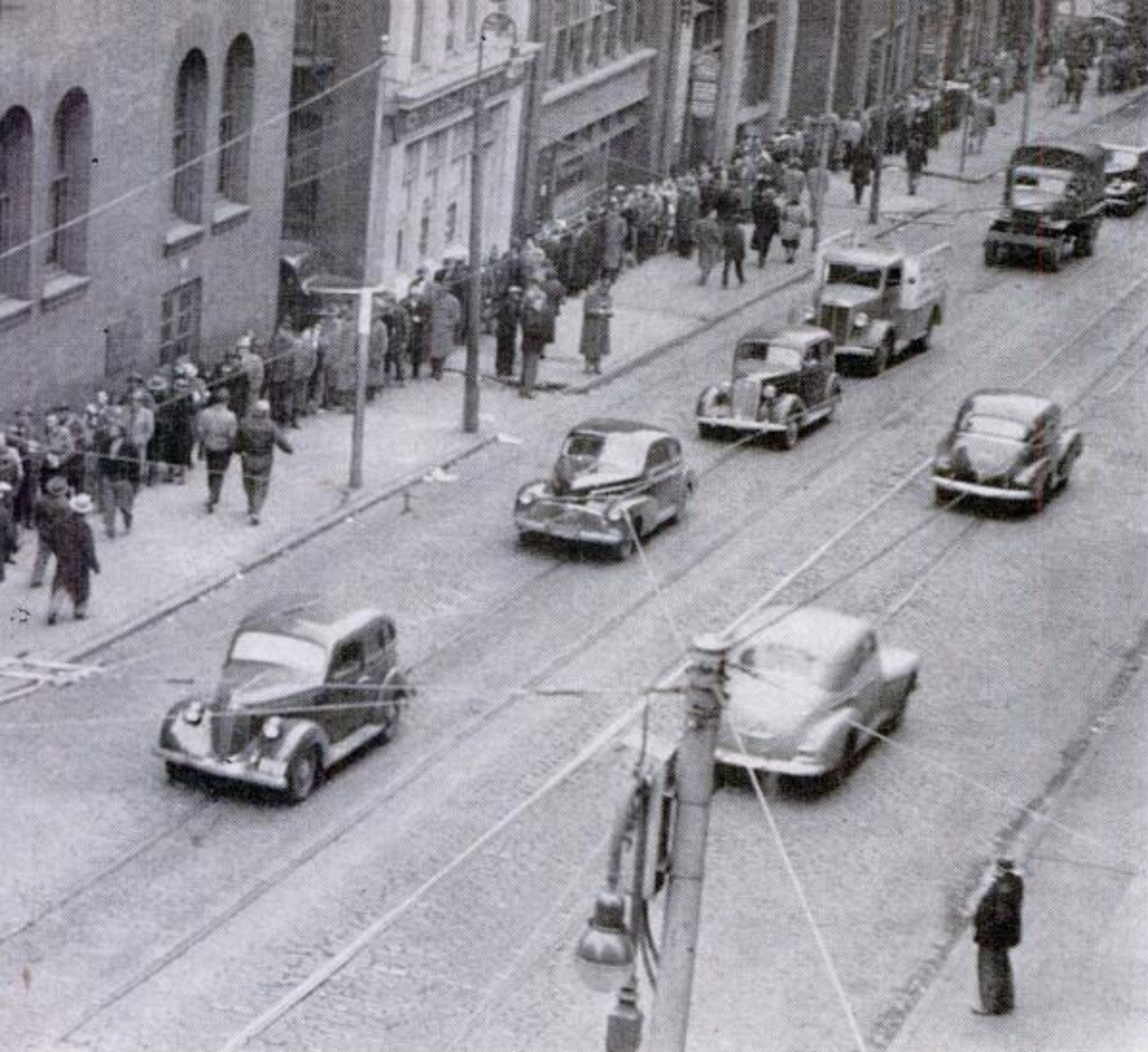
A textile manufacturer found orders were the "lowest in years." Cotton cloth was selling virtually at old prices. The machine-tool industry was operating at half capacity. General Electric reported that demand for some appliances was off 50%. Servel cut refrigerator production 20%. In Stamford the Air Reduction Company finished a new \$3 million plant, then put it up for sale. Cutbacks followed layoffs. The New York Central Railroad laid off 8,000 workers. The New Haven railroad, trying to trim costs, was studying a plan to retire supervisory employees over 60, a plan instituted by New Haven's board chairman who is 82. The Hoover Company (vacuum cleaners) dropped 400 workers. The Census Bureau reported 700,000 people lost their jobs in January, more than the expected seasonal number. The farmers, sometimes regarded as the profiteers of the postwar boom, were beginning to take a licking as the charts show.

There were arguments on the negative side:

As the charts at right show, department store sales were down, but they had



HOUSES FOR SALE in a development outside Baltimore reflect lines of unemployed shown above. One thousand houses were put on the market at \$13,200 but only 460 sold and the rest were put up for rent at \$87.50 a month. Four hundred are still unoccupied.



STRETCHES AROUND THE CORNER AND FULLY TWO BLOCKS DOWN THE STREET

YES: PRICES AND EMPLOYMENT HAVE FALLEN OFF NO: COMPETITION AND SAVINGS ARE INCREASING

been down in previous years after the Christmas rush. And Easter was coming up. Food prices were down and that had happened before too. Unemployment was up, but it could be almost entirely seasonal. The steel industry was booming along, expanding and hiring instead of cutting back and firing. The Department of Commerce estimated that U.S. personal savings had reached a near-record peacetime high of \$15.4 billion. ECA appropriations and the military budget would certainly give the economy a boost. Housewives, though hopeful, were not inclined to regard prices as very low yet. In Atlanta, for example, a basket of groceries that cost \$10 in August could now be bought for \$9.45—not a huge saving. Secretary of Commerce Sawyer said reassuringly, "Certainly there is no cause for alarm."

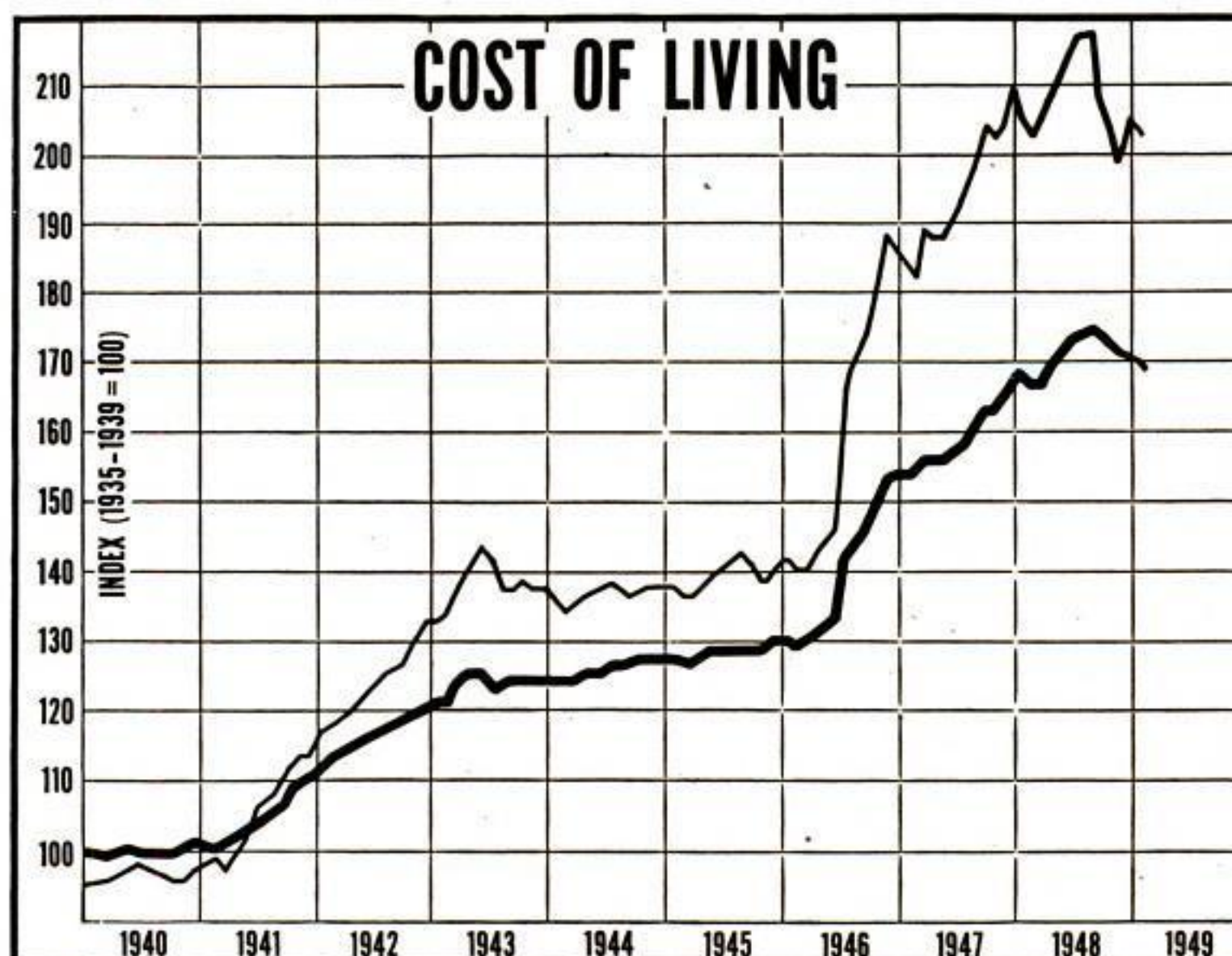
The signs were not easy to read. But there was one that seemed to stand out clearly: the U.S. had entered an almost-forgotten era, the era of stiff competition for the buyer's dollar, the era of better quality at lower prices, the era of the sales "come-on" (next page), the era of the salesman. This was bad news indeed to those postwar businessmen who were accustomed only to the rarified conditions of the boom. Many of them might go to the economic wall in the next few months. And many a worker who had known only prosperity was suffering the painful jolt of being without a job (next page). Whether things were really going to be a lot tougher for them, only the next few months could tell.



CARS FOR SALE wait in New York warehouse for buyers. These are mostly Hudsons, Kaisers, Frazers and Buicks, which cost dealers 50¢ per car per day to store. Dealers can deliver top-price cars right off showroom floor. Even Mercury production has been cut.



FEWER JOBS are shown in graph of unemployment. But the number of unemployed has not approached that of 1940, before defense program hit full stride. While line rises slightly higher than at any time since the war, it also shows that such peaks are seasonal.



LOWER PRICES, both for food (thin line) and for the other items that go into the cost of living (thick line), have almost come down to the 1947 levels. But the average prices are still far above the official (not black market) levels of the days before OPA was ended.



FEWER CUSTOMERS have made sales drop off. But graph line shows the same seasonal dip that always follows Christmas. Many merchants claim they will not raise prices after January sales, reversing postwar practice by passing cuts back to manufacturers.

THE "COME-ONS" ARE BACK



FREE SANDWICHES AT BUTCHER'S, DOLLAR DAY AT WOMEN'S CLOTHING STORE, BONUSES WITH WASHING MACHINES TEMPT ONCE-EAGER, NOW-RELUCTANT CUSTOMERS

KEEPING THE CONSUMER BUYING IS KEY TO THE PROBLEM

The job that lies ahead for U.S. business is a challenging one. The buying power of those already unemployed is reduced almost to zero. No amount of salesmanship will sell them. But sales to those who can buy must be upped to such an extent that the newly unemployed will be called back to their jobs.

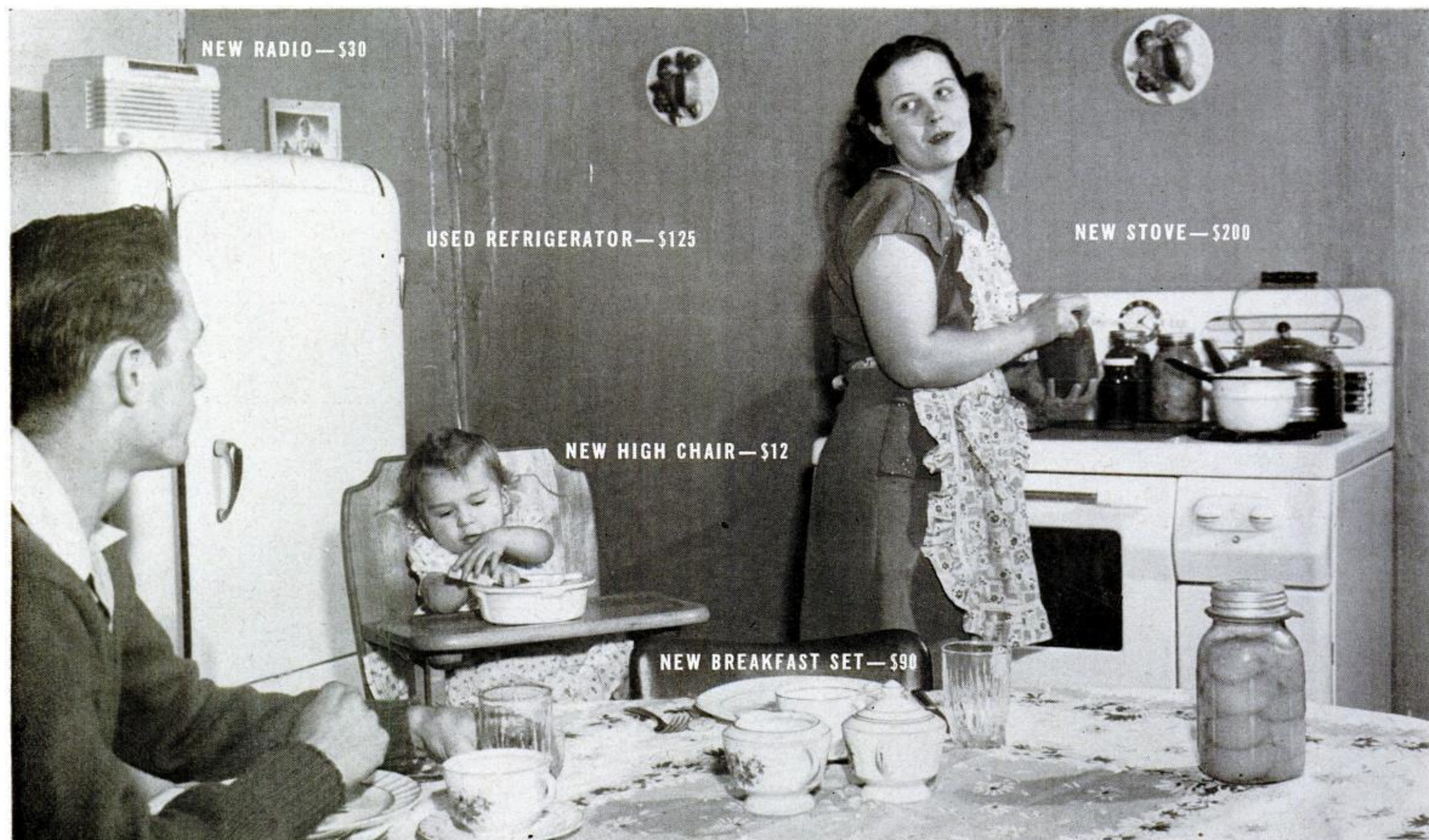
In this new class of unemployed are Mr. and Mrs. Dean Kern of Fort Wayne, Ind. (below and opposite page). Kern, now 21 years old, found a job as a coil winder as soon as he got out of the Army in 1946. It paid \$45 a week. He quit that one for another as machinist in an axle factory at \$77 a week. The future looked fine. He and his bride rented a house, settled down and had a baby. This was fine for the economy too. As the picture below shows, the Kerns bought a new stove, a refrigerator, a breakfast set,

a radio. They also bought a sewing machine (\$170), a second-hand living-room suite (\$25). When the baby arrived (doctor and hospital bill: \$100) they bought a high chair (\$12), a playpen (\$15) and a crib (\$30). Dean Kern bought a new Nash, even though he had to add a \$300 bonus to the purchase price of \$1,875. Mrs. Kern was working then too, earning \$37 a week at Magnavox.

Then, last November, he was laid off. He quickly found another job, but it paid \$35 a week instead of \$77. And it only lasted a month. Mrs. Kern was laid off a month later. Ever since, both of them have been looking for work. They have been to the state employment office countless times (opposite), only to be told that there is "nothing today." Applying at factories and machine shops all over the city,

Kern has found that they are laying off instead of hiring. He has found a part-time job delivering papers, but he can make only \$20 to \$25 a week, not enough to support his family. Because of the paper route he is not eligible for unemployment compensation but, he says, "It is better than sitting around home doing nothing."

For the first time in his life Dean Kern is worried as he tramps around looking for a job, as he opens his bills each month, as he looks across the kitchen table at his wife and daughter. But the case of the Kern family can be measured in more than personal anxiety. The economic fact is that the Kerns are contributing virtually no money to the nation's businesses. Instead they owe money: \$1,000 on the car, \$30 for coal, \$5 for groceries, \$10 for gasoline.



OUT OF A JOB, Dean Kern sits down to supper after wearying search for work. Like most other unemployed, the Kerns still have enough food (Mrs. Kern put up a lot of pre-

serves last summer), but they are worrying about how long creditors will "carry" them. Prices of things they bought while working show their past contribution to the economy.

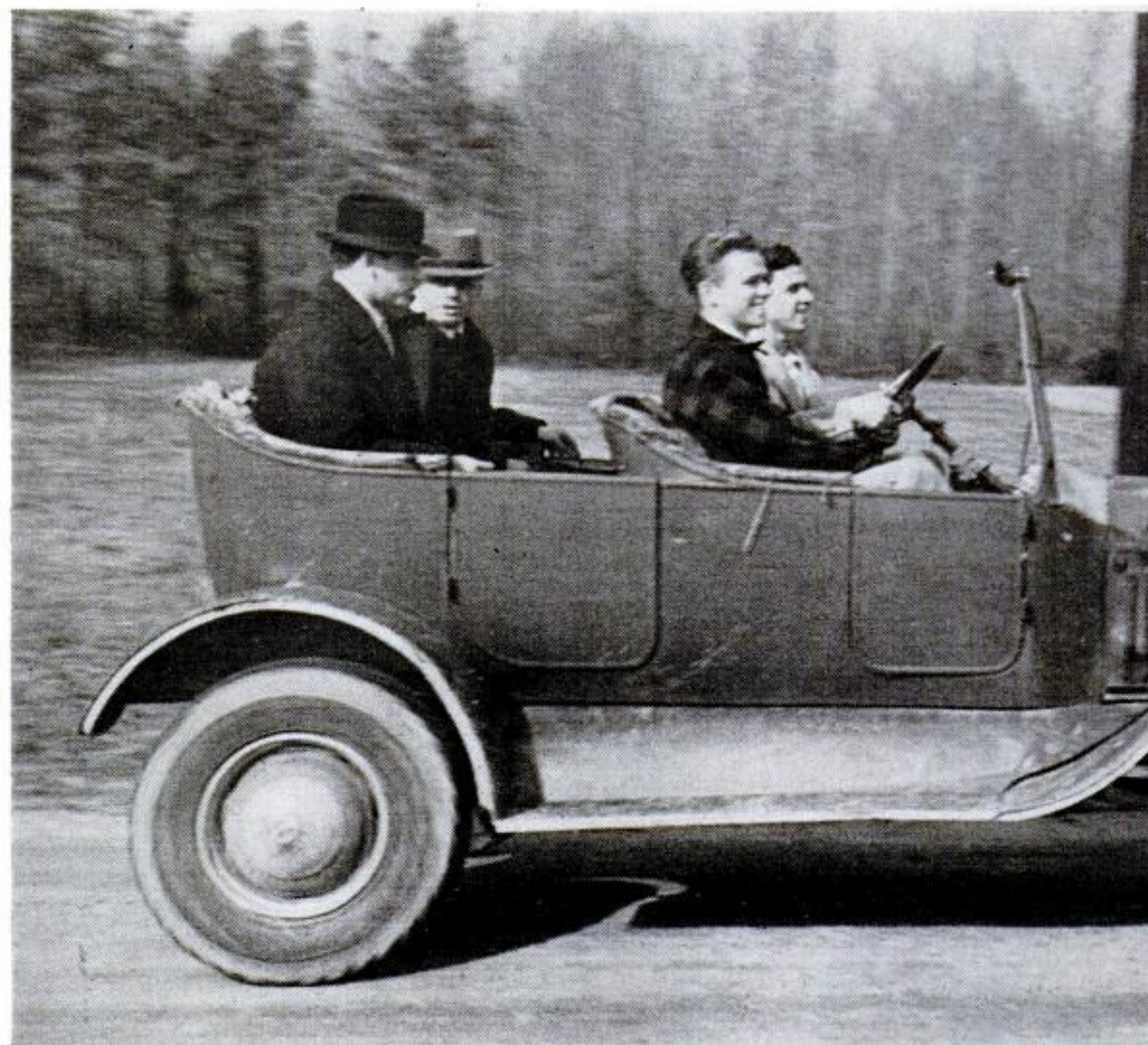
AT EMPLOYMENT OFFICE THE KERNS HEAR "NO JOBS TODAY" →

**APPLY FOR
EMPLOYMENT
HERE**





IN A DEPARTMENT STORE Pirogov (right) watches a model. He said, "This is easy way to make living, but does little for mind." When one of the girls asked him to return, Pirogov said, "I shall, when I will be able to buy something nice for someone I care for."



BOUNDING ALONG IN A TOPLESS JALOPY AS GUESTS OF A VIRGINIA FARMER,

ANATOLY AND PIOTR ARE

Two young Russian Army flyers who were won over by

Last fall two Russian air force lieutenants, who had been listening to the Voice of America when they should have been reading *Pravda*, deserted their base in the Ukraine and crash-landed in the American zone of Austria. They said they wanted to see the great state of Virginia about which the Voice had lately broadcast in lyric tones. So it was arranged.

On Feb. 4 the young lieutenants, Anatoly Barsov and Piotr Pirogov, were flown to the U.S. and a day later commenced their tour, shepherded by interpreters and gleeful members of the Virginia Chamber of Commerce. Outside a department store in Richmond Barsov said, "This is state-owned? This is unquestionably a people's store?" Inside, when he was asked whether he would like to see some models, he happily replied, "Oh, yes. We have seen them only in movies and would love to see them natural." Thereupon the models, blushing, exhibited some fancy dresses (left). Pirogov and Barsov watched the display without cheering. However at the haberdashery counter they brightened considerably when the management offered them a free shirt apiece. "They may not speak English," a salesgirl remarked later, "but they found the \$10 ones."



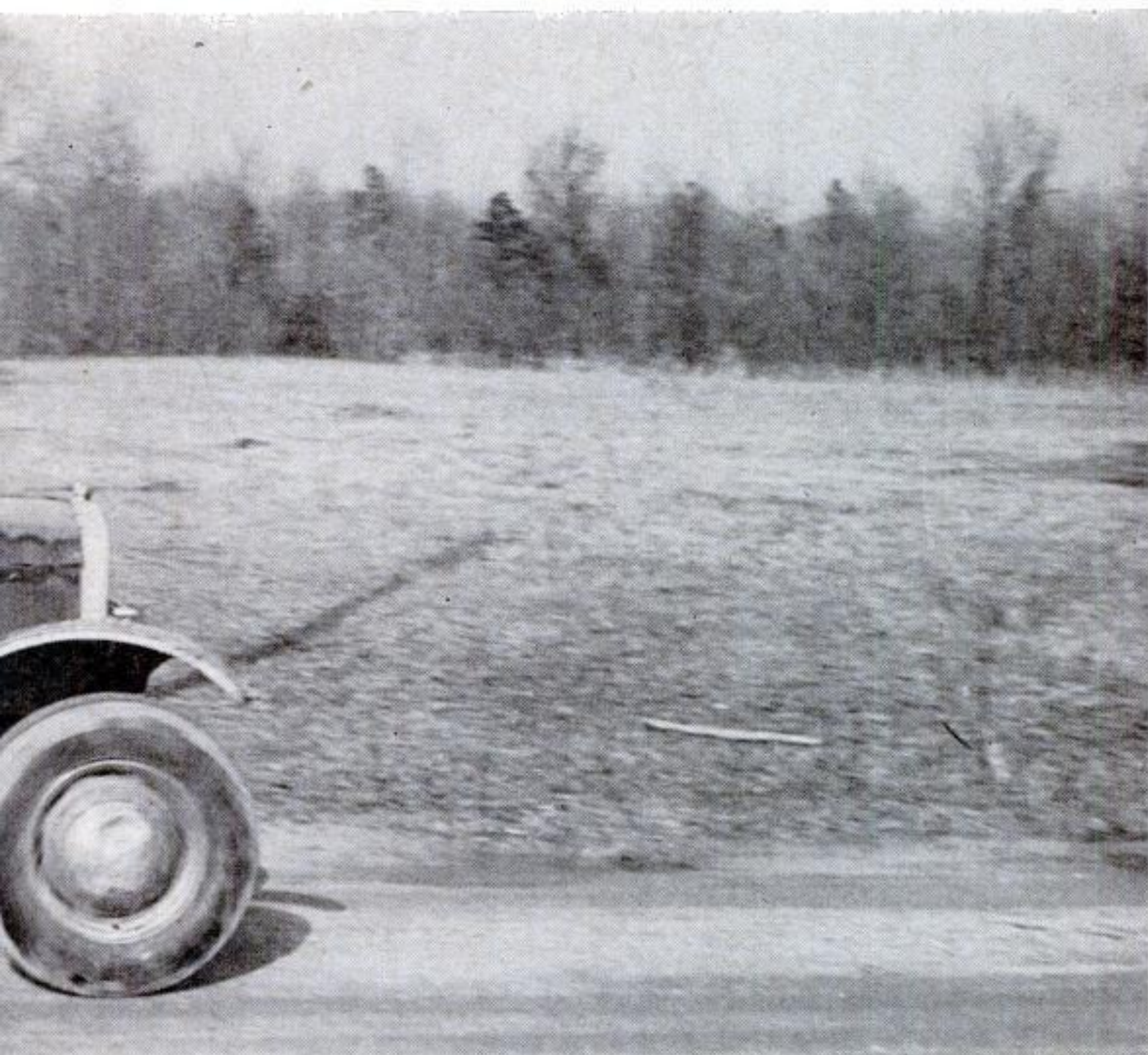
AT SWEET BRIAR COLLEGE 32-year old Barsov inspects the students. Pirogov was delighted to find that they had studied Russian authors Pushkin, Tolstoy and Turgenyev, but threw up his hands when a girl tried to teach him how to play with a yo-yo.



PHONING FROM AUTO impressed the Russians, who were also awed by U.S. traffic. "I was almost run over twice," Barsov said.



STATUE OF R. E. LEE drew a well-meant comment from the two lieutenants. "Ah, a revolutionist, perhaps?"



LIEUTENANTS PIROGOV AND BARSOV LEARN ABOUT THE WONDERS OF AMERICA

CARRIED TO OLD VIRGINNY

the Voice of America make a happy visit to the U.S.

Then the Russians went to a ten-cent store. "We've heard about them," Pirogov said. He glanced at the price tags. "Where do they get the name?"

From Richmond the tour took them to V.M.I., Sweet Briar, to Charlottesville and Thomas Jefferson's home, Monticello, then north to the Luray Caverns. Everywhere they asked earnest questions: How many people here eat the kind of meals we are given? Does this big black book (a Gideon Bible) in the hotel bedroom contain a set of state regulations? They also answered questions: Is Stalin sick? ("Da.") Has Russia got the atomic bomb? ("Nyet.") Are you going back home soon? ("Nyet.")

As the tour came to a close it was clear that the young Russians were glad of the irrevocable move they had made. They had a word of advice for American Communists, too. "Go to Russia for a month," they said with sardonic grins. It was also clear that for all their shrewdness and natural mistrust, they were rapidly being Americanized. Pirogov has a mind to write a book and is beginning to grow weary of constant pumping by reporters. "How can I make a million dollars," he asked with some heat, "if you people keep stealing my material?"



PINBALL GAME gets workout from extrovert Barsov. The moodier Pirogov shied from such capitalist booby traps.



COCA-COLA helps indoctrinate Barsov at a rural filling station where the party halted during their tour of Virginia's landmarks.



THE NATURAL BRIDGE near Roanoke seemingly wows Anatoly Barsov. But just as his guides happily launched into their explanation of how the great stone arch was made, Barsov cut them off abruptly with, "I know. Water did it in one million years."



ICE CREAM CONES and grapefruit are admired by the lieutenants in a general store at Buckingham. They were amazed because the proprietor stocked 12 kinds of face soap, and compared the local price of eggs (48¢ a dozen) with the Russian figure (38¢ each).



↑ U.K. LABOR TROUBLE

In London bagpipes skirled and 100 of the charwomen members of the Civil Service Union—brandishing new mops rented for the occasion—marched the third of a mile from Temple Gardens to Lincoln's Inn Fields to tell the people a thing or two about that tight-fisted Sir Stafford Cripps. They carried a neatly printed sign that said, "Cleanliness is next to Godliness. Women cleaners are next to starvation." The charwomen's war against the United Kingdom's Chancellor of Exchequer began last June and showed no signs of ending with the parade. Instead of 34¢ an hour the women wanted 40. Sir Stafford still stuck to his offer of a raise of an extra farthing—two-fifths of a cent an hour.

U.S. LABOR TROUBLE ↓

In East Moline sirens whined and 300 members of two rival C.I.O. unions—swinging brass knuckles and scrap iron saved up for such affairs—surged around the International Harvester plant gates. The United Auto Workers shouted, "Communist Reds, go back to Moscow." They were attacking the Farm Equipment union because it had refused to obey C.I.O. orders to merge with U.A.W.—a move intended to dilute the union's Red leadership. The fight started when 100 U.A.W. members spread handbills. Moline's unionists made no picture of righteous indignation (*above*) but one of fear (*below, left*) and violence. Twenty men were injured and the quarrel was not settled.



It's Chicken Soup New Orleans style!



Up from Creole kitchens comes a different and delightful chicken soup



Old New Orleans! Famous city of famous dishes, and one of the most famous of all is chicken gumbo soup. Have you tasted this excitingly different chicken soup—a soup of rich chicken stock and garden vegetables? As Campbell's make it today—adapted from an honored old Creole recipe—it's a delight from first delicious sip to last satisfying spoonful. Just to list the good things that go into

Campbell's Chicken Gumbo Soup is to tempt your appetite. Its deep-flavored chicken stock is crammed with such delicacies as green okra, luscious tomatoes, fluffy rice and tender pieces of chicken—all seasoned with savory herbs.

It's a different and delightful soup—a lift for your budget meals. Try this exciting soup of the Old South—soon!



Campbell's CHICKEN GUMBO SOUP

LOOK FOR THE RED-AND-WHITE LABEL

I love my pretty party dress,
Love my parasol,
But Campbell's Chicken Gumbo Soup
I love best of all!



First full showing of Simmons 1949 Bedding

There's mighty big news and mighty big doings at your Simmons dealer's this month—and *you're* invited!

Come on over and see a dazzling *new* collection of fine bedding values!

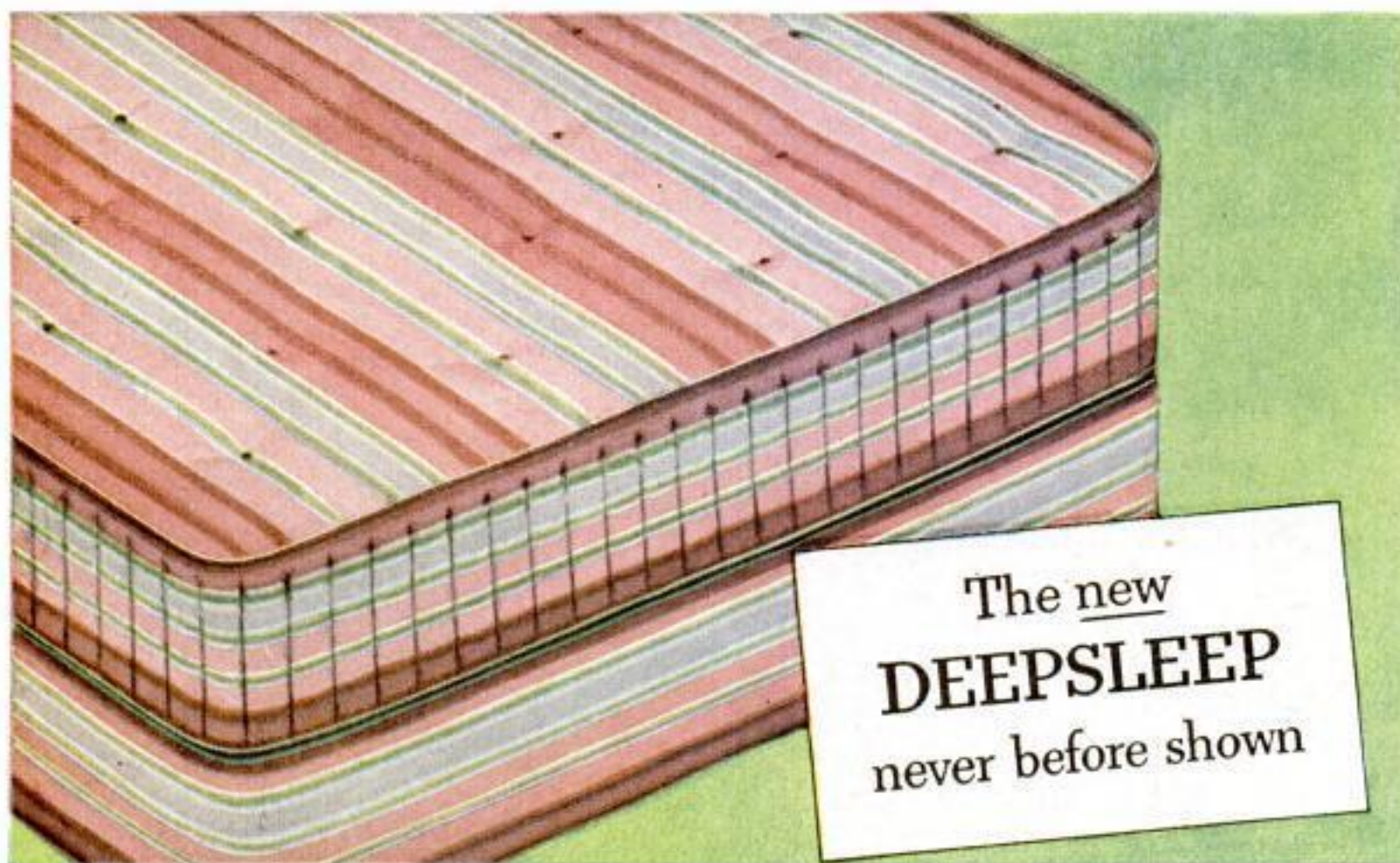
There's something to fit everybody's

bedding needs and bedding budgets in this glamorous new Simmons show. You'll see endless varieties of new styles, colors, patterns in sleeping equipment.

And all at prices that make comfort *painless to buy!*

So come soon, come quick. Give yourself time to get the pick of the richest bedding harvest in many, many seasons.

At furniture and department stores in your neighborhood during their February Furniture Sale!



The new
DEEPSLEEP
never before shown

A *brand-new* Deepsleep,* better than ever because it's made a *brand-new way!* Automatic assembly machine locks every coil in perfect position! No mushy spots! No hard spots! Every inch gives you the *same* exact degree of firm, cushiony resilience. The *new* Deepsleep stays trim longer—springs can't twist out of position! All-felt upholstery. \$39.50. Deepsleep box spring to match. \$39.50.



The famous
BEAUTYREST

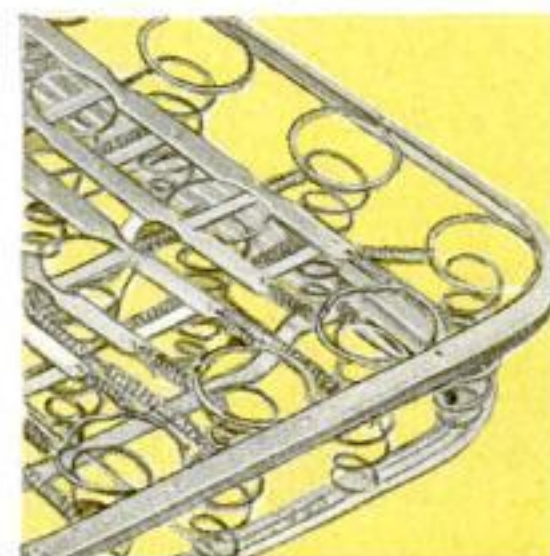
America's favorite "luxury" mattress. Beautyrest's* 837 individually pocketed springs "give" in the *right* places. You get *heavenly* comfort! No sag! No hollows! Pre-built border *never* sags, no matter how often you sit on it. Price: \$59.50—plus a ten-year guarantee! That brings the cost down to 1½¢ a night. In our opinion, the biggest mattress value at *any* price. Beautyrest box spring to match. \$59.50.



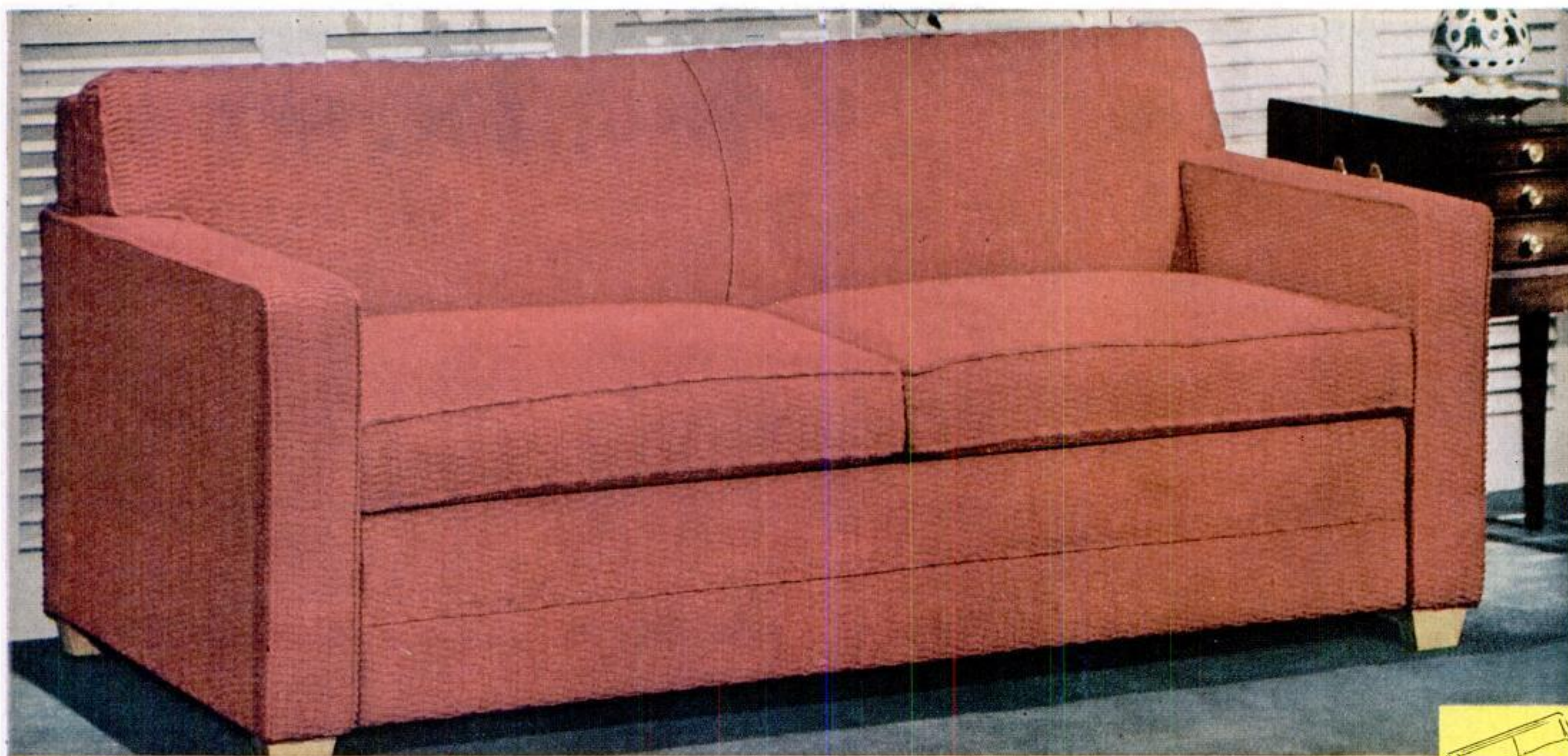
Vogue* Mattress—New—brand-new! A wonderful buy! Layer after layer of deep all-felt upholstery over a 299-coil super-innerspring! Pre-built border. \$49.50. Matching Vogue box spring. \$49.50.



Roll Edge Mattress—Yes, Simmons makes roll edge innerspring mattresses with 210 coils, for thrifty housewives, for less than \$30! You'll always find Simmons quality merchandise to fit every need and purse.



Ace* Spring—The new champion of bedsprings! No swaying! No sagging! Lattice platform gives your mattress full support, improves your sleep! Give yourself—and your mattress—better support with Ace! \$29.50.



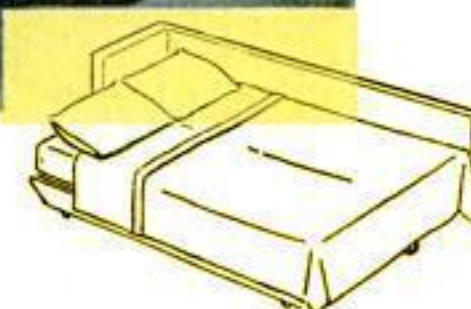
The new MODERN Hide-A-Bed*—First showing! It's the "Modern" Hide-A-Bed, made only by Simmons. By day—a beautiful living room sofa! By night—it changes magically into a *full-size* double bed! So cleverly designed, you can leave the bedding

inside when you close it! Many brand-new cover styles! \$198.00 and up, depending on style, fabric and mattress. P.S. Every Hide-A-Bed features a genuine Simmons innerspring mattress, or you can get *any* Hide-A-Bed with a Beautyrest if you prefer.

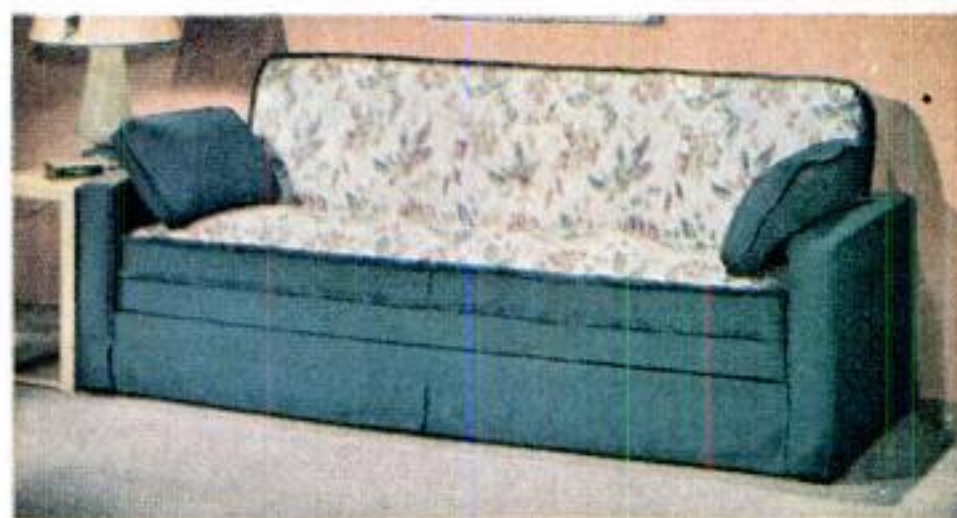


The new TOWN HOUSE* Sofa Bed—Again, Simmons master bedding craftsmanship brings you a beautiful *and* versatile living room piece! The "Town House" sofa bed is available in a whole new range of smart, glamorous fabrics and colors to complement

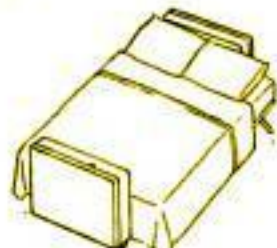
your home decorating scheme. Inside there are two genuine Simmons innerspring mattresses that sleep two in refreshing comfort! Opens and closes in a jiffy, thanks to Simmons' famous engineering know-how. \$179.50 and up, depending on fabric.



The new SLUMBER EASE* Sofa Bed—NEVER BEFORE SHOWN! This smartly styled Slumber Ease sofa bed is another Simmons contribution to comfortable living in your overcrowded home. Simmons quality from stem to stern. \$109.50.



The new BEAUTYREST Sofa Bed—NEVER BEFORE SHOWN! Imagine a sofa bed with Beautyrest "luxury" comfort construction inside! This new Beautyrest sofa bed has it! Opens up into a luxurious extra bed! In many beautiful fabrics. \$129.50.



SIMMONS

brings you better bedding values

(Some prices slightly higher west of Rockies.)

*TRADE-MARK REG. U. S. PAT. OFF.
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"The farm-fresh approach gets 'em every time!"



And if you doubt the lady, just set a big dish of farm-fresh Birds Eye Fordhook Lima Beans before *your* man . . .

Watch your stock rise as the luscious buttery beauties disappear!

You just don't know how de-licious Lima Beans can be, until you taste Birds Eye *Fordhook* (remember that name) Limas . . .

Big, mealy, tender-skinned Limas! And really *farm-fresh* as any Lima you ever ate down on the farm in Lima season!

Grown where Limas grow lusciosest

Birds Eye grows these wonder Limas in the world's best Fordhook-growing areas.

Then, Birds Eye picks the beans when their delicate skins are full-to-bursting with farm-fresh nourishment. Quick-

freezes in that country goodness *within 4 hours*.

Time? Money? Save both!

Birds Eye Fordhooks Lima Beans come shelled, washed, ready to pop in the pot. No work, no mess, no waste.

One box of always-the-same Birds Eye Fordhooks equals *two pounds* of Limas in their shells. A great buy any time—a *super* great buy in February. They'll save you money right now! **DO** try 'em tonight.

LOOK FOR—and insist on—that "Birds Eye" trademark on every package of quick-frozen foods you buy. It's your assurance of the one and only Birds Eye quality—*quality with money-back guarantee!*



Products of General Foods

PEOPLE

ECA'S LAPHAM PAYS A CALL ON FORMOSA'S TRIBAL PRINCESSES

The white-haired gentleman sitting on the bamboo fence is San Francisco's former mayor, Roger Lapham, who despite failure of American policy in China has had great personal success as the chief of ECA's China mission. The brown-skinned young women beside him are "princesses" of a tribe of aborigines on the Chinese island of Formosa, which is of high strategic importance for the defense of Japan. Lapham visited Formosa in preparation for a trip to Washington, where he is expected this week to propose new decisions on ECA's China program—now bogged down in civil war and Red victory. Lapham looked into a fertilizer factory which ECA experts would like to expand and grinned through several Chinese banquets, before driving to Sun-Moon Lake to inspect a needy hydroelectric power plant and see the island's aborigines. Just before this picture was taken the playful princesses had removed Lapham's necktie and wrapped it around his head, native fashion. They watched calmly while he unbuttoned his collar, but afterward, when the outsized American danced a jig, the princesses showed all their gold teeth laughing. It seemed possible that Lapham's hour among the natives would live in Oriental legend with the famous 1944 flight of Ambassador Patrick Hurley to the Chinese Communist capital, Yen-an, where he landed whooping like a Choctaw Indian.





White Horse
BLENDED
SCOTCH WHISKY

86.8 Proof. BROWNE-VINTNERS Co., Inc.
New York, N. Y. Sole Distributors



ARTIST'S MODEL, Crown Princess Louise of Sweden, submits her easily caricatured profile for sketches during a tour of the Artist Guild in Stockholm. A result of her visit was the caricature (right) which indicates at least that the future queen is a tolerant person with a sense of humor.



ARTIST'S WIFE is role filled by Mrs. Dwight D. Eisenhower (right) as she views an oil painting by her famous husband in a faculty exhibit at Columbia University in New York City. His oil (top), called *Mount Eisenhower*, is a copy of another painting of Canadian mountain named for him three years ago.

the secret's
in the circle!



Pre-tested
SHRINKAGE
CONTROL—
FIT and LIFT
won't wash out.

only **PETER PAN**
makes *Merry-Go-Round* bra

Want lovelier curves? Write for FREE booklet,
"Your New Guide to Bustline Beauty", Dept. L-1
PETER PAN, 312 FIFTH AVE., NEW YORK 1, N. Y.

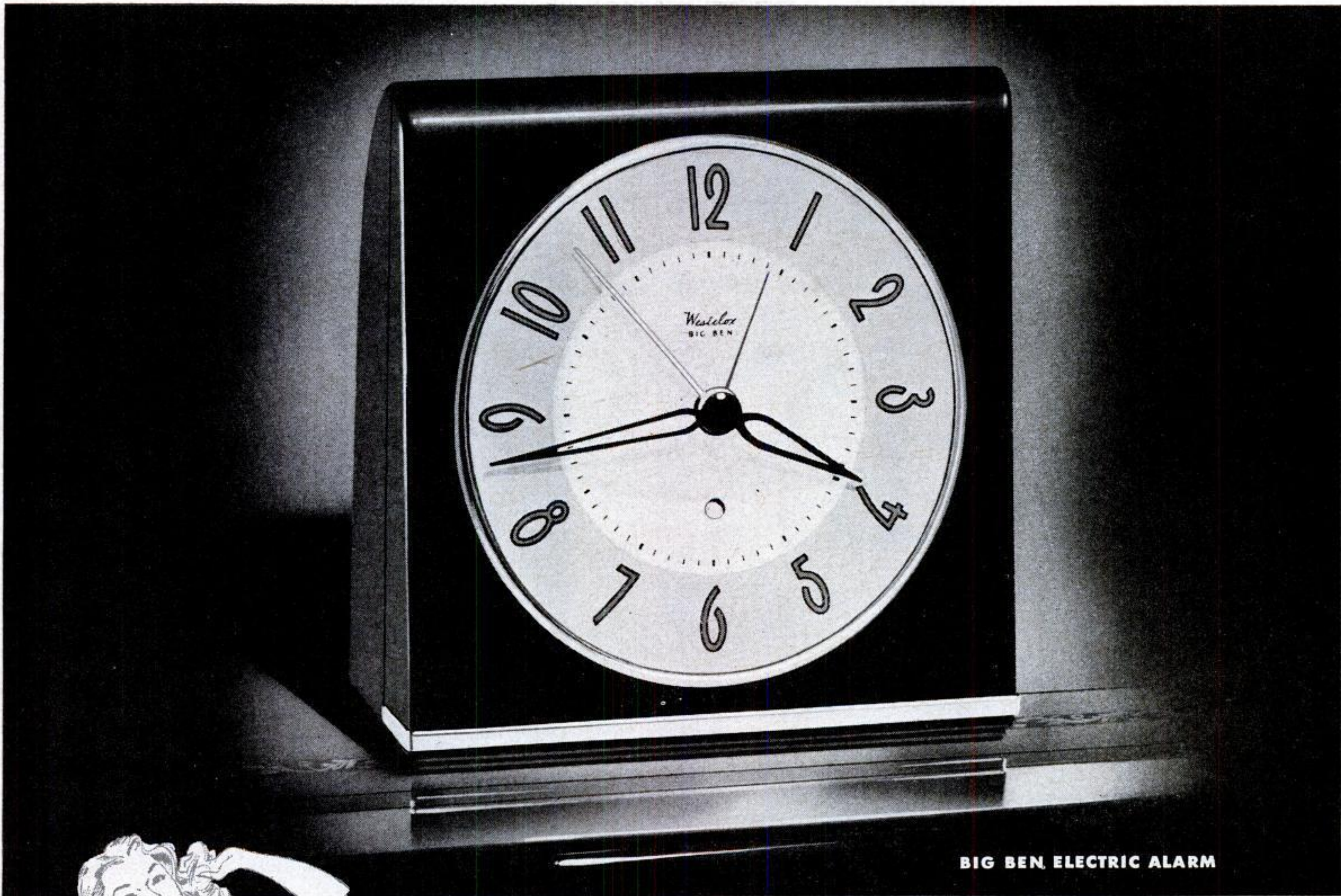


Keeps hair tidy
all through the day!

Costs less because it lasts longer!
20¢ White, grey,
purple 25¢
Single or double mesh

VENIDA
The Guaranteed
HAIR NET
rules the waves

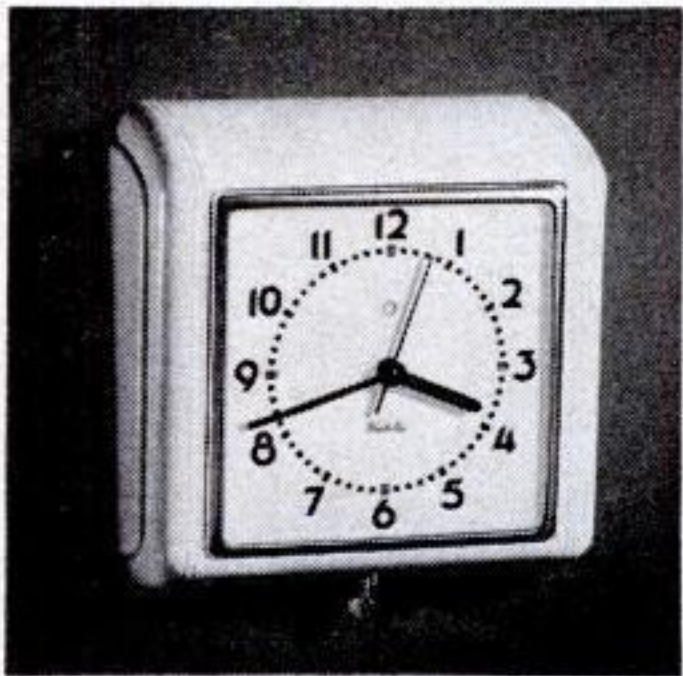
FAMOUS VENIDA HAIR BEAUTY AIDS BY RIESER CO., N. Y.



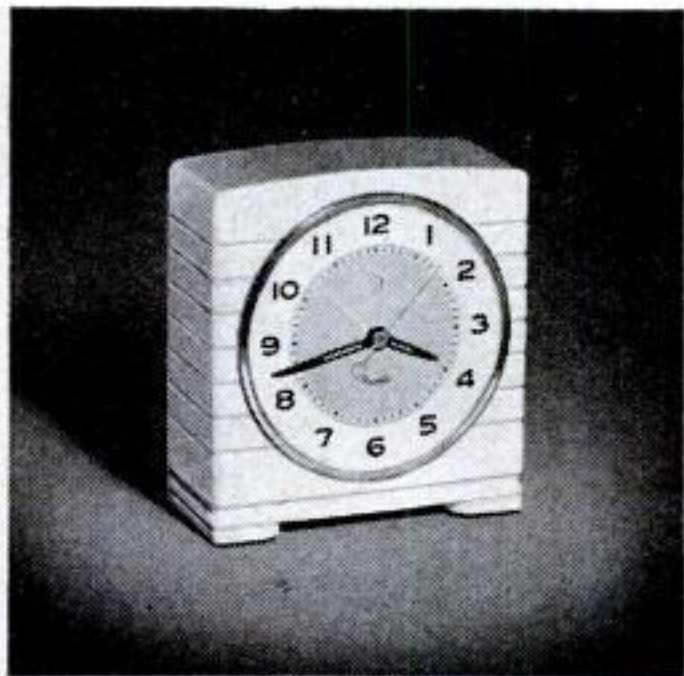
BIG BEN ELECTRIC ALARM

Sturdy electric motor, long lived, quiet. \$8.95—with luminous dial, one dollar more.

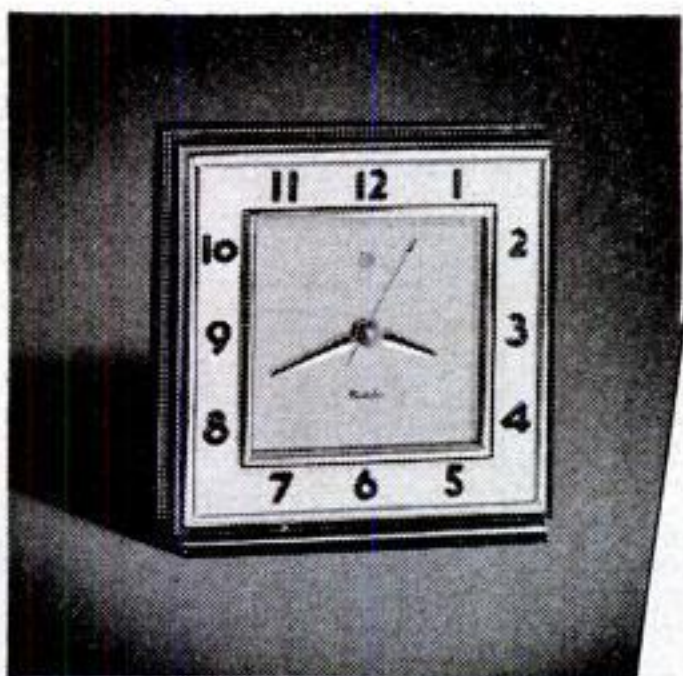
Handsome is as handsome does! Big Ben Electric's brown and gold color beauty is a treat to the eye. His cheerful gong alarm, adjustable to loud or soft, strikes your ear pleasantly. And his Westclox dependability makes him a friend you can trust to perform handsomely the job of keeping you on time.



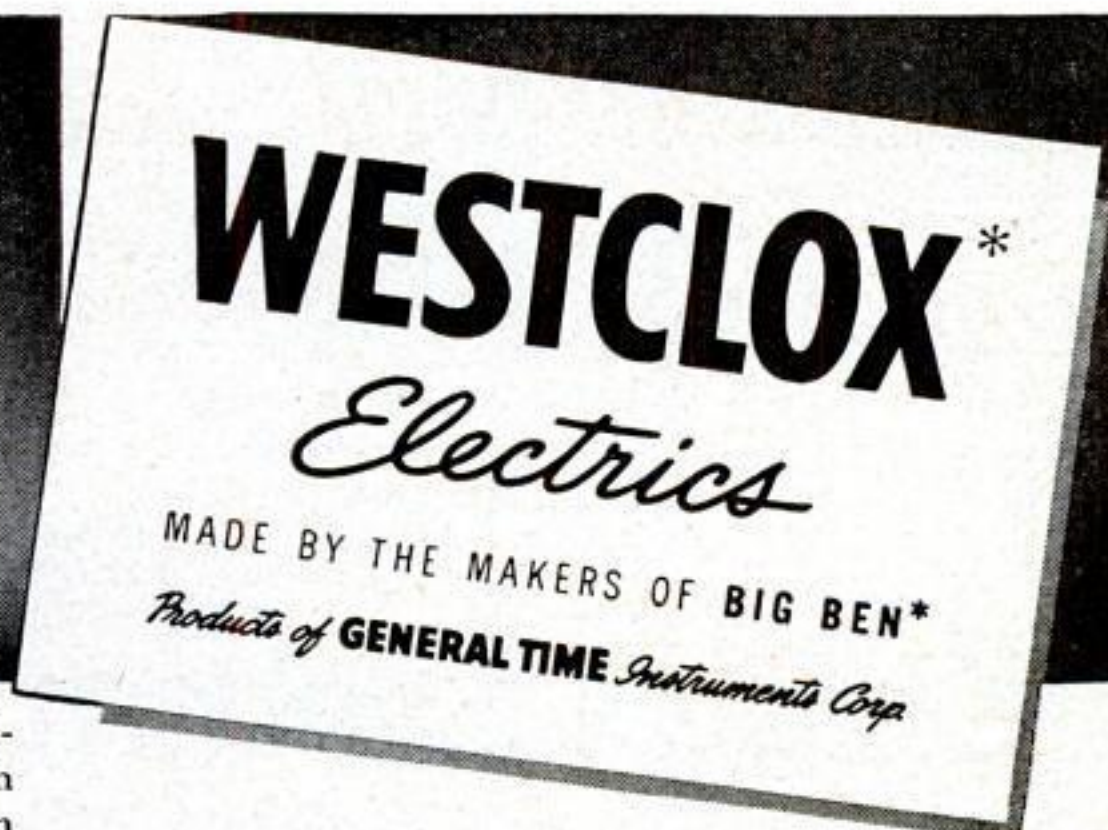
DUNBAR Electric Wall Clock—beautiful design, plastic case tilted forward for easier reading. Your choice of white, green, red or ivory finish—\$5.95.



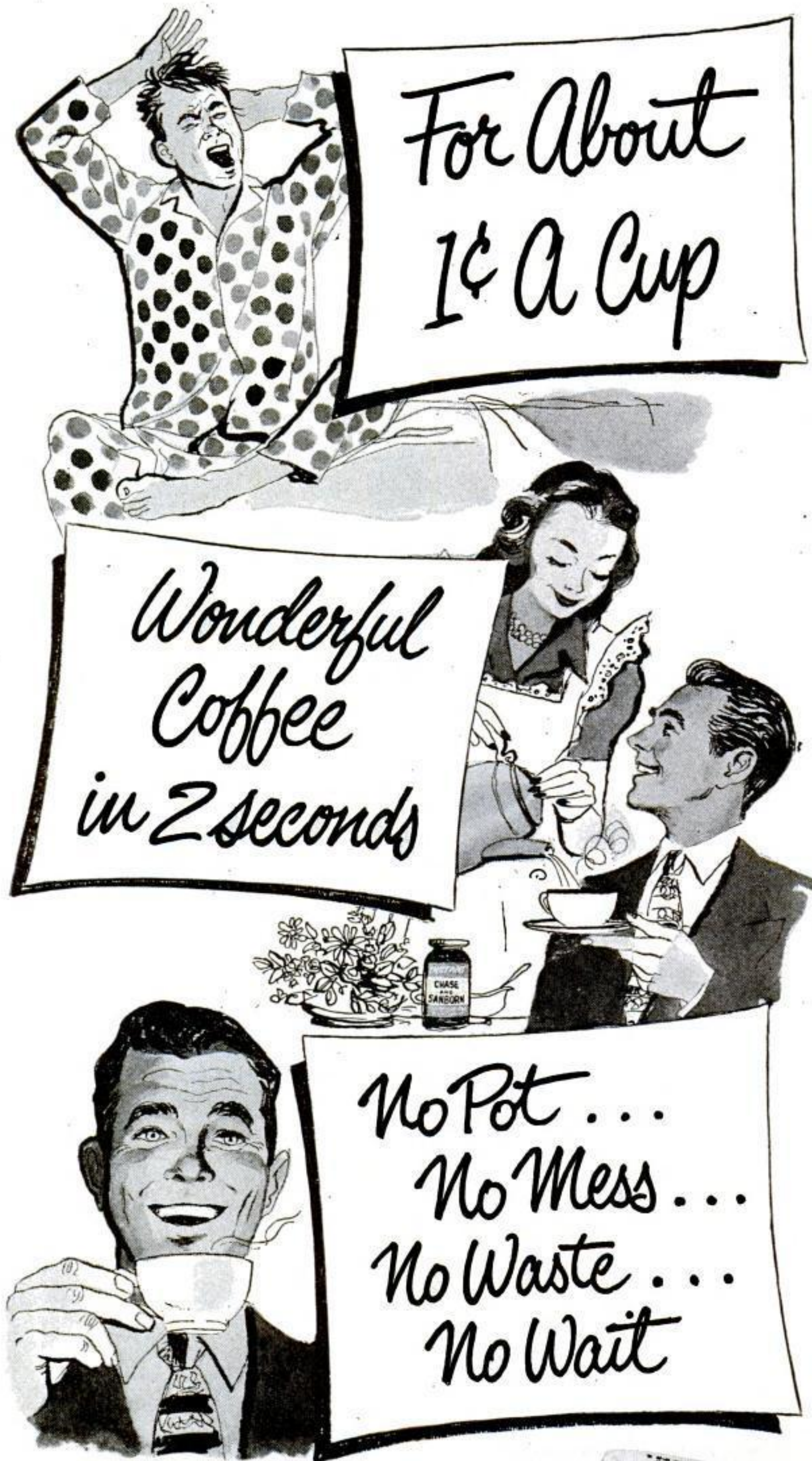
BARRY Electric Alarm—attractive plastic case, horizontally fluted. Alarm indicator is on the easy-to-read dial. Your choice of black or ivory finish, \$4.95.



ARDMORE Electric Time Clock, handsome new Westclox that is at home in finest surroundings. Lustrous brown plastic case, gold color trim—\$8.95.



prices quoted do not include tax and are subject to change • WESTCLOX, La Salle-Peru, Illinois; in Canada, Western Clock Co., Limited, Peterborough, Ontario. *Trade Mark Reg. U. S. Pat. Office.



An instant success!

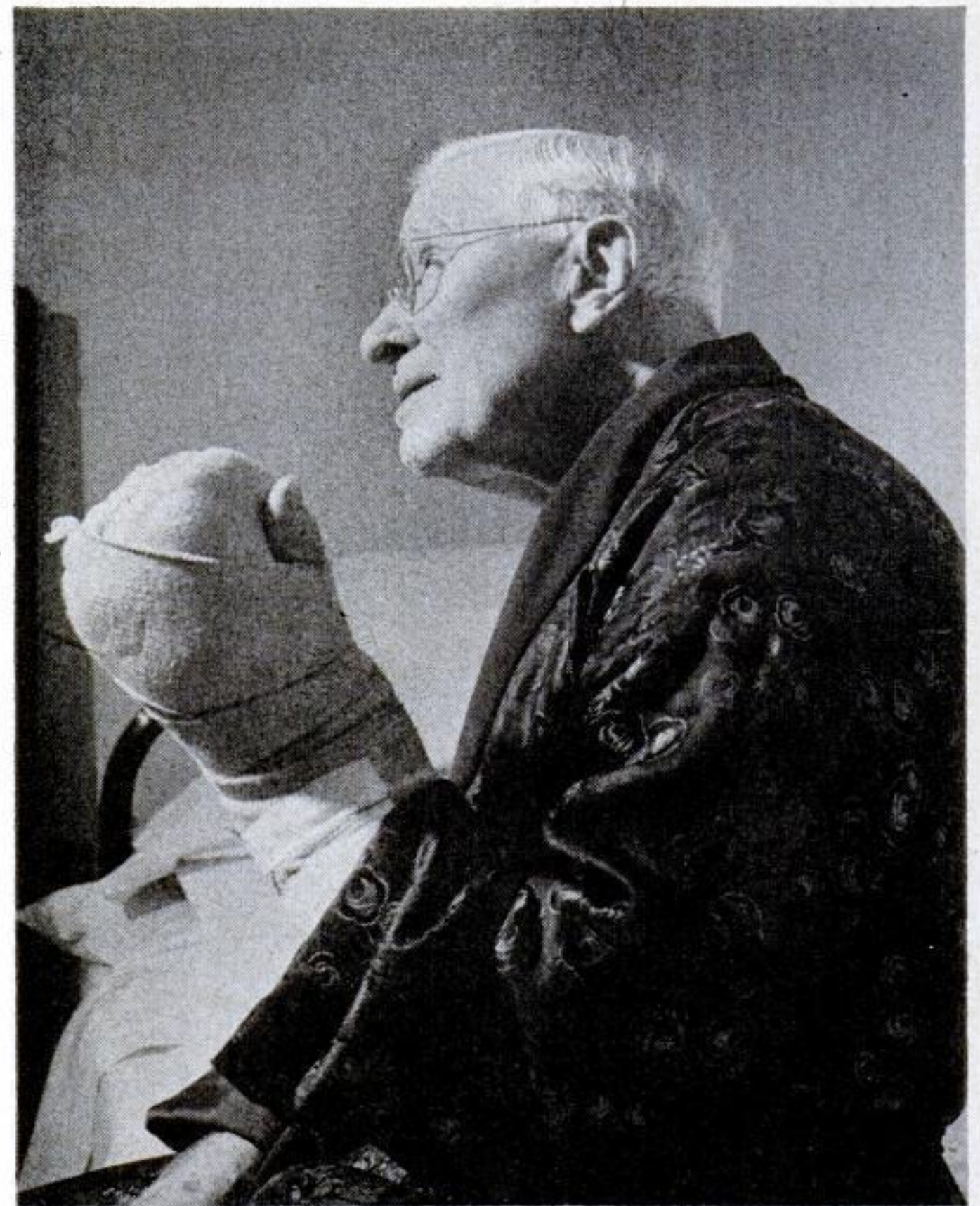
● It's the instant coffee America has been waiting for! You make it right in the cup . . . exactly the strength you like best — just the amount you want.

And there's no pot to wash . . . no messy grounds to get rid of . . . and no waiting! You make it fast! You make it fresh! . . . What a joy to save money on every cup—costs about a penny and there's no waste. Compare it for quality with any coffee made any way. Get your jar of Instant Chase & Sanborn today!



READ the formula printed on the jar: "Pure soluble coffee with dextrins, maltose and dextrose added to protect the fresh coffee flavor."

Chase & Sanborn Instant Coffee Product



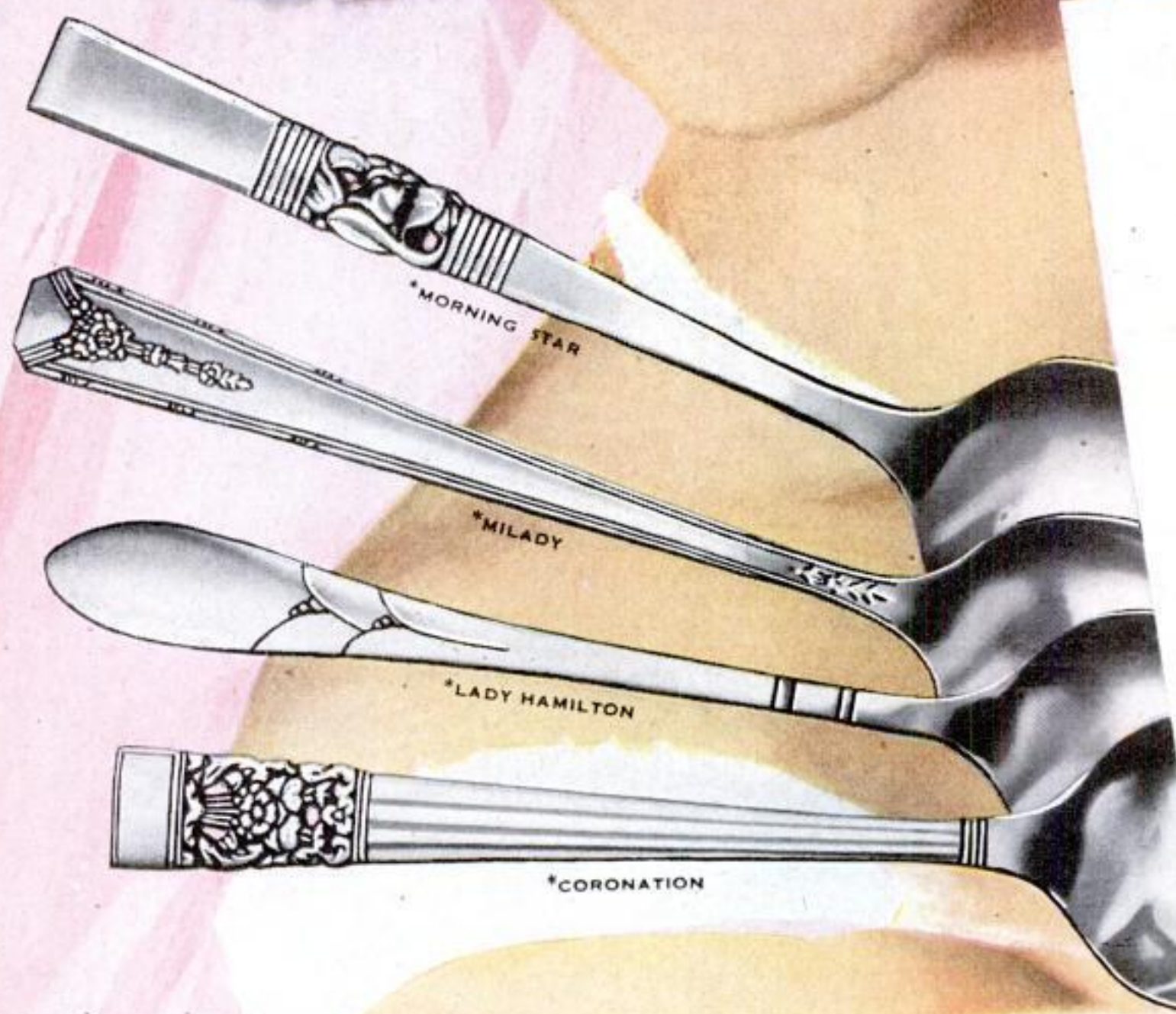
HAND IN A FAN did this to Chicago's Alderman James Bowler, spoiling the fun at a party in celebration of his 74th birthday. At the height of the festivities the room got a little smoky, what with all the 300 people who were there, and Bowler stuck out his hand to find out if the exhaust fan was working. It was.



HAND ON DYNAMITE CAPS produced this result for Mrs. Leona Berroyer, tavern waitress in Pana, Ill. While delivering a tray of beer she apparently brushed against a man at the bar. He happened to be a miner who had left dynamite caps in hip pocket. The caps went off, with painful consequences for both.

The happiest brides have

Community



Four "finds" in distinguished
Community Silverplate
... for keeps the bride's beloved
silverware! At your jeweler's...
understandingly priced... eternally
right... each with Community's
solid silver "Overlay".
If it's Community... it's correct!

(No Federal Tax)

COMMUNITY . . . THE FINEST SILVERPLATE . . . ONEIDA LTD., ONEIDA, NEW YORK

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THE WAR MEMOIRS OF WINSTON CHURCHILL

THEIR FINEST HOUR: PART III

Would Britain surrender? ... The tragedy of Oran ...
The sticky bomb ... Hitler's "peace offer" ... Arrival
of the American rifles ... Operation Sea Lion

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AFTER the collapse of France the question which arose in the minds of all our friends and foes was, "Would Britain surrender too?" So far as public statements count in the teeth of events I had in the name of His Majesty's Government repeatedly declared our resolve to fight on alone. After Dunkirk on June 4, 1940 I had used the expression "if necessary for years, *if necessary alone*." I could remind the House of my remark when I addressed it on June 18, the morrow of the Bordeaux collapse.

"The whole fury and might of the enemy must very soon be turned on us. Hitler knows that he will have to break us in this Island or lose the war. If we can stand up to him, all Europe may be free and the life of the world may move forward into broad, sunlit uplands. But if we fail, then the whole world, including the United States, including all that we have known and cared for, will sink into the abyss of a new Dark Age, made more sinister, and perhaps more protracted, by the lights of perverted science. Let us therefore brace ourselves to our duties, and so bear ourselves that, if the British Empire and its Commonwealth last for a thousand years, men will still say, 'This was their finest hour'."

All these often-quoted words were made good in the hour of victory. But now they were only words. The deeds were to come.

Those of us who were responsible at the summit in London understood the physical structure of our Island strength and were sure of the spirit of the nation. The confidence with which we faced the immediate future was not founded, as was commonly supposed abroad,



TOMMY GUN INSPECTION

This picture of Mr. Churchill hefting a Tommy gun, weapon of the Chicago underworld, was republished by Nazi propagandists in their campaign to smear him as a "gangster."

upon audacious bluff or rhetorical appeal, but upon a sober consciousness and calculation of practical facts. When I spoke in the House of Commons, I founded myself upon realities which I and others had carefully studied—some for many years. I will presently analyse in detail the Invasion problem as I and my expert advisers saw it in these memorable days. But first of all there was one step to take. It was obvious, and it was dire.

At all costs, at all risks, in one way or another, we must make sure that the Navy of France did not fall into wrong hands, and then perhaps bring us and others to ruin.

The War Cabinet never hesitated. This was a hateful decision, the most unnatural and painful in which I have ever been concerned. It recalled the episode of the destruction of the Danish fleet at Copenhagen by Nelson in 1801; but now the French had been only yesterday our dear allies, and our sympathy for the misery of France was sincere. On the other hand, the life of the State and the salvation of our cause were at stake. It was Greek tragedy. But no act was ever more necessary for the life of Britain and for all that depended upon it.

IN the early morning of July 3 all the French vessels at Portsmouth and Plymouth were taken under British control. The action was sudden and necessarily a surprise. The deadly stroke was in the Western Mediterranean. Here, at Gibraltar, Vice-Admiral Somerville with "Force H," consisting of the battle cruiser *Hood*, the battle-ships *Valiant* and *Resolution*, the aircraft-carrier *Ark Royal*, two

CONTINUED ON NEXT PAGE

← HOME GUARD called for 150,000, got 1,600,000 volunteers in two months. Retired generals, admirals and air marshals served in it, some-

times as privates. R. M. Blewett (*left*), a naval reservist for 25 years, said that Eric Kennington's painting made him look like "a proper soldier."

cruisers and eleven destroyers, received orders sent from the Admiralty at 2.25 a.m. on July 1: "Be prepared for 'Catapult' July 3."

Shortly after midnight (1.08 a.m., July 2) Admiral Somerville was sent the following carefully conceived text of the communication to be made to the French admiral.

"It is impossible for us, your comrades up to now, to allow your fine ships to fall into the power of the German or Italian enemy. . . . His Majesty's Government have instructed me to demand that the French Fleet now at Mers-el-Kebir and Oran shall act in accordance with one of the following alternatives:

"(a) Sail with us and continue to fight for victory against the Germans and Italians.

"(b) Sail with reduced crews under our control to a British port. The reduced crews will be repatriated at the earliest moment. . . .

"(c) Alternatively, if you feel bound to stipulate that your ships should not be used against the Germans or Italians unless these break the Armistice, then sail them with us with reduced crews to some French port in the West Indies. . . .

"If you refuse these fair offers, I must, with profound regret, require you to sink your ships within six hours.

"Finally, failing the above, I have the orders of His Majesty's Government to use whatever force may be necessary to prevent your ships from falling into German or Italian hands."

The Admiral sailed at daylight on the 3rd and was off Oran at about 9.30. He sent Captain Holland, a gallant and distinguished officer, lately Naval Attaché in Paris, to wait upon the French Admiral Gensoul. After being refused an interview Holland sent by messengers the document already quoted. Admiral Gensoul replied in writing that in no case would the French warships be allowed to fall intact into German and Italian hands, and that force would be met with force.

All day negotiations continued, Captain Holland waiting in his destroyer off the boom.

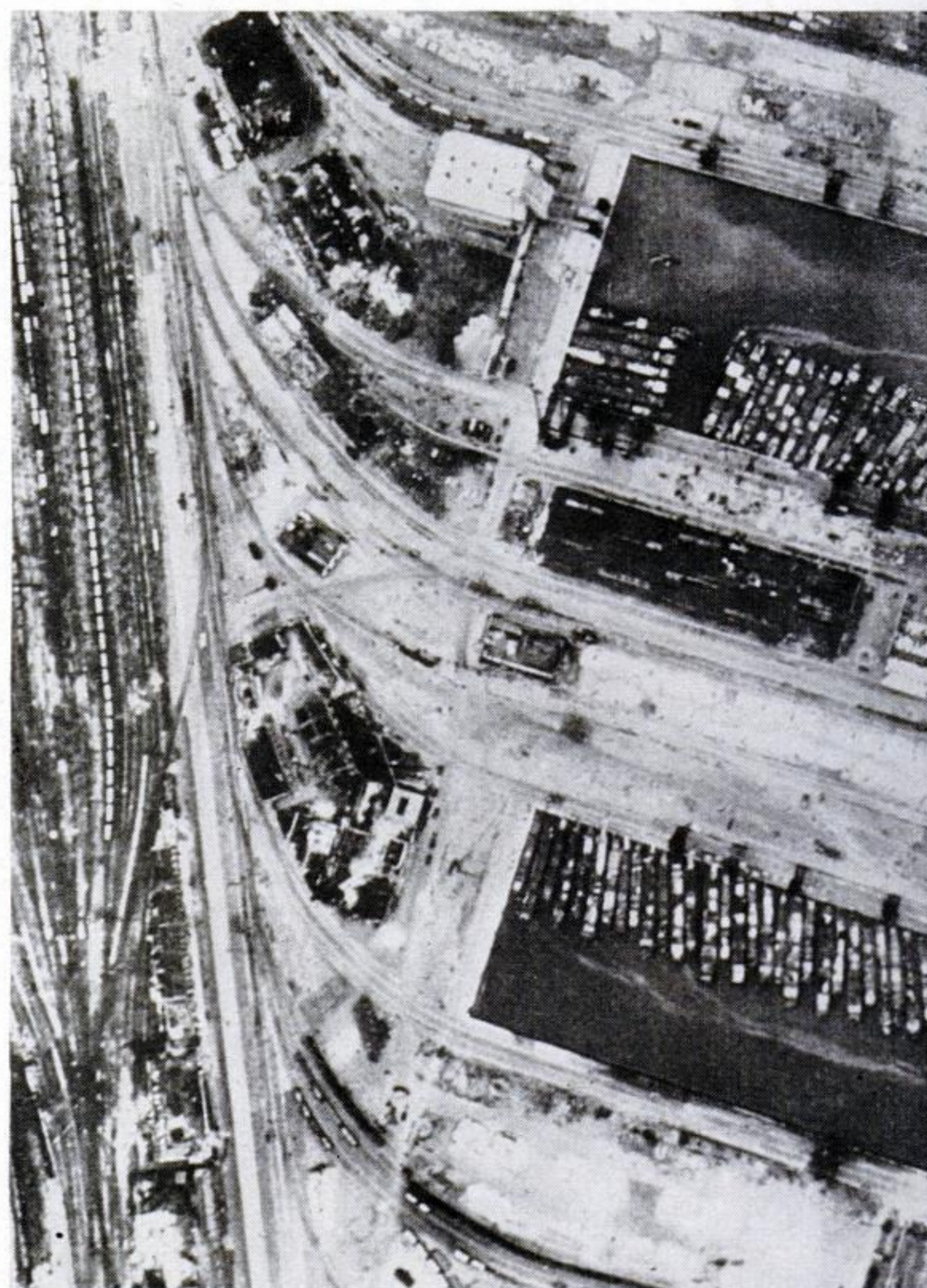
At 5.54 Admiral Somerville opened fire. The bombardment lasted for some ten minutes, and was followed by heavy attacks by our naval aircraft, launched from the *Ark Royal*. The battleship *Bretagne* was blown up. The *Dunkerque* ran aground. The battleship *Provence* was beached. The *Strasbourg* escaped, and, though attacked and damaged by torpedo aircraft, reached Toulon.

At Alexandria, after protracted negotiations with Admiral Cunningham, the French Admiral Godfroy agreed to discharge his oil fuel, to remove important parts of his gun-mechanisms, and to repatriate some of his crews. At Dakar on July 8 an attack was made on the battleship *Richelieu* by the aircraft-carrier *Hermes*, and most gallantly by a motor boat. The *Richelieu* was hit by an air torpedo and seriously damaged. The French aircraft-carrier and two light cruisers in the French West Indies were immobilised after long-drawn-out discussions under an agreement with the United States.

A unique scene in the House

ON July 4 I reported at length to the House of Commons what we had done. I thought it better for the sake of proportion to end upon a note which placed this mournful episode in true relation with the plight in which we stood. I therefore read to the House the admonition which I had, with Cabinet approval, circulated through the inner circles of the governing machine the day before.

"On what may be the eve of an attempted invasion or battle for our native land, the Prime Minister desires to impress upon all persons holding responsible positions in the Government, in the Fighting Services or in the Civil Departments, their duty to maintain a spirit of alert and confident energy. . . . The Prime Minister expects all His Majesty's servants in high places to set an example of steadiness and resolution. They should check and rebuke the expression of loose and ill-digested opinions in their circles, or by their subordinates. They should not hesitate to report, or if necessary remove, any persons, officers, or officials who are found to be consciously exercising a disturbing or depressing influence, and whose talk is calculated to spread alarm and despondency. Thus alone will they be worthy of the fighting men who, in the air, on the sea, and on land, have already met the enemy without any sense of being outmatched in martial qualities."



ADOLF HITLER'S INVASION FLEET

The German navy collected nearly 2,000 barges to carry troops across the Channel and thus make true the proud boast of its song: "We sail

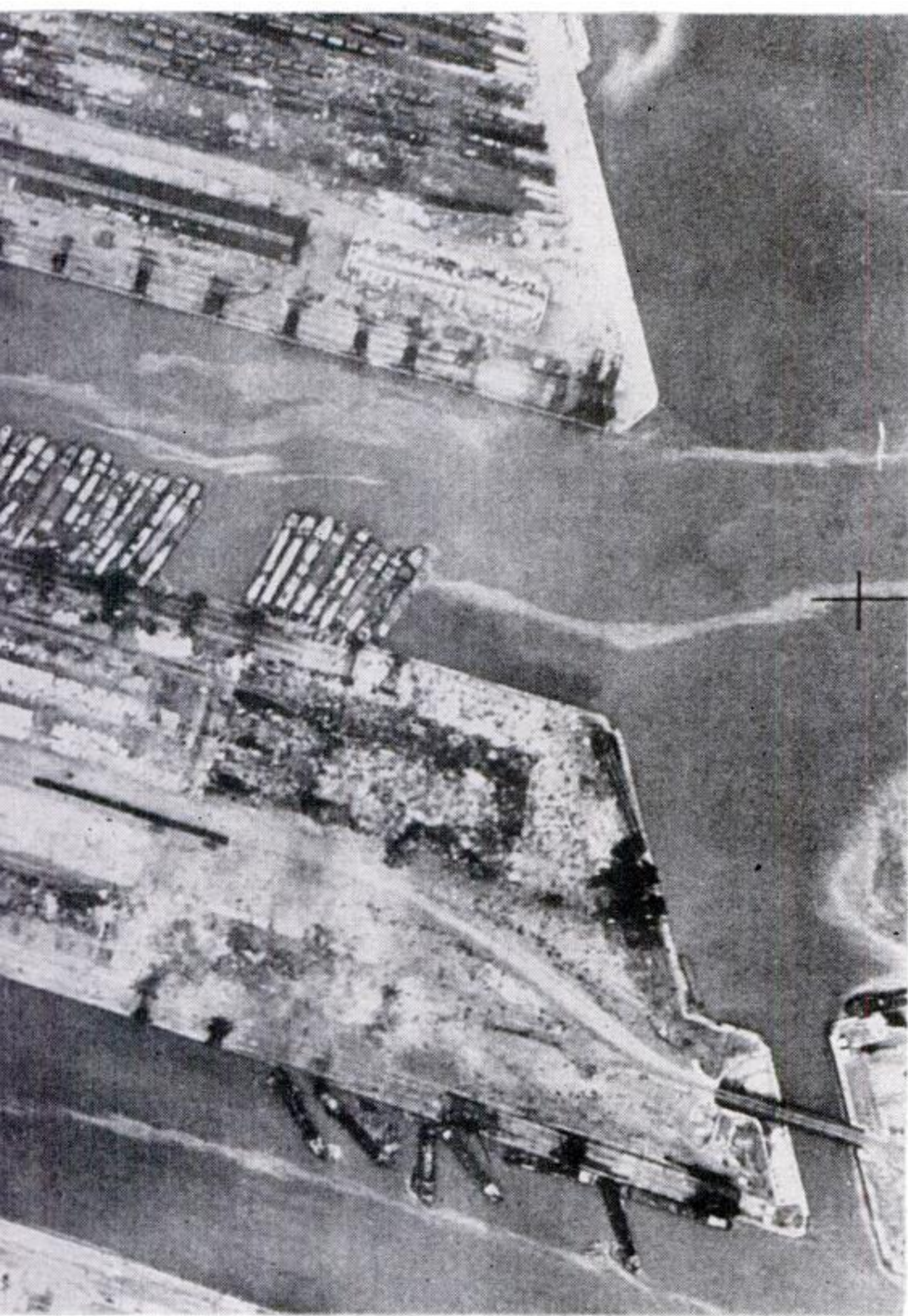
The House was very silent during the recital, but at the end there occurred a scene unique in my own experience. Everybody seemed to stand up all around, cheering, for what seemed a long time. Up till this moment the Conservative Party had treated me with some reserve, and it was from the Labour benches that I received the warmest welcome when I entered the House or rose on serious occasions. But now all joined in solemn stentorian accord.

"This additional bitter pang"

THE genius of France enabled her people to comprehend the whole significance of Oran, and in her agony to draw new hope and strength from this additional bitter pang. General de Gaulle, whom I did not consult beforehand, was magnificent in his demeanour, and France liberated and restored has ratified his conduct.

I am indebted to M. Teitgen for a tale which should be told. In a village near Toulon dwelt two peasant families, each of whom had lost their sailor son by British fire at Oran. A funeral service was arranged to which all their neighbours sought to go. Both families requested that the Union Jack should lie upon the coffins side by side with the Tricolour, and their wishes were respectfully observed. In this we may see how the comprehending spirit of simple folk touches the sublime.

Immense relief spread through the high Government circles in the United States. The Atlantic Ocean seemed to regain its sheltering power, and a long vista of time opened out for the necessary



NEVER SAILED AGAINST ENGLAND

against England." RAF bombers hammered "invasion ports," such as Dunkirk (above), where burnt-out barges may be seen at lower right.

preparations for the safety of the great Republic. Henceforth there was no more talk about Britain giving in. The only question was, would she be invaded and conquered? That was the issue which was now to be put to the proof.

THE reader of these pages in future years should realise how dense and baffling is the veil of the Unknown. Now in the full light of the after-time it is easy to see where we were ignorant or too much alarmed, where we were careless or clumsy. Twice in two months we had been taken completely by surprise. The over-running of Norway and the break-through at Sedan, with all that followed from these, proved the deadly power of the German initiative. What else had they got ready—prepared and organised to the last inch? Would they suddenly pounce out of the blue with new weapons, perfect planning, and overwhelming force upon our almost totally unequipped and disarmed Island at any one of a dozen or score of possible landing-places? Or would they go to Ireland?

"Depend upon it," said Dr. Johnson, "when a man knows he is going to be hanged in a fortnight, it concentrates his mind wonderfully." I was always sure we should win, but nevertheless I was highly geared-up by the situation, and very thankful to be able to make my views effective.

This was a time when all Britain worked and strove to the utmost limit and was united as never before. Men and women toiled at the lathes and machines in the factories till they fell exhausted on the floor and had to be dragged away and ordered home, while their places were occupied by newcomers ahead of time. The one desire

of all the males and many women was to have a weapon. The Cabinet and Government were locked together by bonds the memory of which is still cherished by all. The sense of fear seemed entirely lacking in the people, and their representatives in Parliament were not unworthy of their mood.

Nothing moves an Englishman so much as the threat of invasion, the reality unknown for a thousand years. Vast numbers of people were resolved to conquer or die. Mr. Eden's plan of raising Local Defence Volunteers, which he had proposed to the Cabinet on May 13, met with an immediate response in all parts of the country.

June 26, 1940

Prime Minister to Secretary of State for War.

"I don't think much of the name 'Local Defence Volunteers' for your very large new force. The word 'local' is uninspiring. Mr. Herbert Morrison suggested to me to-day the title 'Civic Guard,' but I think 'Home Guard' would be better. Don't hesitate to change on account of already having made armlets, &c., if it is thought the title of Home Guard would be more compulsive."

The change was accordingly made, and the mighty organisation, which presently approached one and a half million men and gradually acquired good weapons, rolled forward.

In these days my principal fear was of German tanks coming ashore. Since my mind was attracted to landing tanks on their coasts, I naturally thought they might have the same idea. We had hardly any anti-tank guns or ammunition, or even ordinary field artillery. This was therefore no time to proceed by ordinary channels in devising expedients. In order to secure quick action free from departmental processes upon any bright idea or gadget, I decided to keep under my own hand as Minister of Defence the experimental establishment formed by Major Jefferis at Whitchurch. Major Jefferis and others connected with him were at work upon a bomb which could be thrown at a tank, perhaps from a window, and would stick upon it. The impact of a very high explosive in actual contact with a steel plate is particularly effective. We had the picture in mind that devoted soldiers or civilians would run close up to the tank and even thrust the bomb upon it, though its explosion cost them their lives. There were undoubtedly many who would have done it.

June 16, 1940

Prime Minister to General Ismay.

"Who is responsible for making the 'sticky' bomb? I am told that a great sloth is being shown in pressing this forward. Ask General Carr to report to-day upon the position, and to let me have on one sheet of paper the back history of the subject from the moment when the question was first raised.

"The matter is to be pressed forward from day to day, and I wish to receive a report every three days."

June 24, 1940

Prime Minister to General Ismay.

"I understand that the trials were not entirely successful and the bomb failed to stick on tanks which were covered with dust and mud. No doubt some more sticky mixture can be devised, and Major Jefferis should persevere.

"Any chortling by officials, who have been slothful in pushing this bomb, over the fact that at present it has not succeeded will be viewed with great disfavour by me."

In the end the "sticky" bomb was accepted as one of our best emergency weapons. We never had to use it at home; but in Syria, where equally primitive conditions prevailed, it proved its value.

No "scorched earth" for England

ON June 25 General Ironside, Commander-in-Chief Home Forces, exposed his plans to the Chiefs of Staff. There were three main elements in this early outline of a great future plan: first, an entrenched "crust" on the probable invasion beaches of the coast, whose defenders should fight where they stood, supported by mobile reserves for immediate counter-attack; secondly, a line of anti-tank obstacles, manned by the Home Guard, running down the east centre of England and protecting London and the great industrial centres from inroads by armoured vehicles; thirdly, behind that line, the main reserves for major counter-offensive action.

Ceaseless additions and refinements to this first plan were effected

as the weeks and months passed; but the general conception remained. Each of our ports on the east and south coasts was a special study. Direct frontal attack upon a defended port seemed an unlikely contingency, and all were made into strong points equally capable of defence from the landward or the seaward side. It astonishes me that when this principle was so universally accepted and rigorously enforced by all military authorities at home, no similar measures were adopted at Singapore. But this is a later story.

Schemes were ready for the immediate demolition of resources helpful to the enemy, if captured. Yet despite all these wise and necessary precautions, in which the civilian departments gave unstinted help to the military, there was no question of a "scorched earth policy"; England was to be defended by its people, not destroyed.

Deep alarm spread through the United States, and indeed through all the surviving free countries. Americans gravely asked themselves whether it was right to cast away any of their own severely-limited resources to indulge a generous though hopeless sentiment. It needed a very sure judgment to rise above these cogent, matter-of-fact arguments. The gratitude of the British nation is due to the noble President and his great officers and high advisers for never, even in the advent of the Third Term Presidential Election, losing their confidence in our fortunes or our will.

The buoyant and imperturbable temper of Britain, which I had the honour to express, may well have turned the scale. Here was this people, who in the years before the war had gone to the extreme bounds of pacifism and improvidence, who had indulged in the sport of party politics, and who, though so weakly armed, had advanced light-heartedly into the centre of European affairs, now confronted with the reckoning alike of their virtuous impulses and neglectful arrangements. They were not even dismayed. They defied the conquerors of Europe. They seemed willing to have their Island reduced to a shambles rather than give in.

Few British and very few foreigners understood the peculiar technical advantages of our insular position; nor was it generally known how even in the irresolute years before the war the essentials of sea and latterly air defence had been maintained.

There was also another aspect. One of our greatest dangers during June lay in having our last reserves drawn away from us into a wasting, futile French resistance in France, and the strength of our air forces gradually worn down by their flights or transference to the Continent. If Hitler had been gifted with supernatural wisdom he would have slowed down the attack on the French front, making perhaps a pause of three or four weeks after Dunkirk on the line of the Seine, and meanwhile developing his preparations to invade England. Thus he would have had a deadly option, and could have tortured us with the hooks of either deserting France in her agony or squandering the last resources for our future existence.

It was even with an actual sense of relief that some of our high commanders addressed themselves to our new and grimly simplified problem. As the commissionaire at one of the Service clubs in London said to a rather downcast member: "Anyhow, Sir, we're in the Final, and it's to be played on the Home Ground."

ON July 19 Hitler delivered his triumphant speech in the Reichstag, in which, after predicting that I would shortly take refuge in Canada, he made what has been called his Peace Offer.

This gesture was accompanied during the following days by dip-

lomatic representations through Sweden, the United States and at the Vatican. As the German Chargé d'Affaires in Washington had attempted some communication with our Ambassador there, I sent the following telegram:

July 20, 1940

"I do not know whether Lord Halifax is in town today, but Lord Lothian should be told on no account to make any reply to the German Chargé d'Affaires' message."

In fact, however, the rejection of any idea of a parley had already been given by the British Press and by the B.B.C., without any prompting from His Majesty's Government, as soon as Hitler's speech was heard over the radio. Ciano records that "Late in the evening of the 19th, when the first cold British reaction to the speech arrived, a sense of ill-concealed disappointment spread among the Germans." Mussolini, on the other hand, "fears that the English may find in Hitler's much too cunning speech a pretext to begin negotiations." "That," remarks Ciano, "would be sad for Mussolini, because now more than ever he wants war." He need not have fretted himself. He was not to be denied all the war he wanted.

MR. CHURCHILL MAKES A NOTE FOR THE RECORD

During World War I Mr. Churchill wrote a paper proposing an invasion of German-held islands in the North Sea. He suggested that troops be landed in "bullet-proof lighters. . . . In addition . . . tank-landing lighters should be provided. . . . By means of a draw-bridge or shelving bow [the tanks] would land under [their] own power. . . ." Mr. Churchill also suggested that a harbor "like an atoll" could be man-made with "a number of flat-bottomed barges or caissons, made not of steel but of concrete. . . . They . . . could be towed across to the site . . . sea-cocks would be opened, and they would settle down on the bottom."

"The underlying conceptions of this old paper," Mr. Churchill remarks in *Their Finest Hour*, "found memorable expression in the vast fleet of tank-landing craft of 1943 and in the 'Mulberry' harbours of 1944. . . ."

"In view of the many accounts . . . of my supposed aversion from any kind of large-scale opposed-landing, such as took place in Normandy in 1944, it may be convenient if I make it clear that from the very beginning I provided a great deal of the impulse and authority for creating the immense apparatus and armada for the landing of armour on beaches, without which it is now universally recognised that all such major operations would have been impossible."

every village, sat up all through the nights to receive them. Men and women worked night and day making them fit for use. By the end of July we were an armed nation, so far as parachute or air-borne landings were concerned. We had become a "hornets' nest."

As the months of July and August passed without any disaster, we settled ourselves down with increasing assurance that we could make a long and hard fight. Our gains of strength were borne in upon us from day to day.

Sea power, when properly understood, is a wonderful thing. The passage of an army across salt water in the face of superior fleets and flotillas is an almost impossible feat. Steam had added enormously to the power of the Navy to defend Great Britain. In Napoleon's day the same wind which would carry his flat-bottomed boats across the Channel from Boulogne would drive away our blockading squadrons. But everything that had happened since then had magnified the power of the superior navy to destroy the invaders in transit. Every complication which modern apparatus had added to armies made their voyage more cumbersome and perilous, and the difficulties of their maintenance when landed probably insuperable.

But now there was the air. What effect had this sovereign development produced upon the invasion problem? Evidently if the enemy could dominate the narrow seas, on both sides of the Straits of Dover, by superior air power, the losses of our flotillas would be very heavy and might eventually be fatal.

But who had the power in the air? In the Battle of France we had fought the Germans at two and three to one and inflicted losses in similar proportion. Over Dunkirk, where we had to maintain

TEXT CONTINUED PAGE 57
PICTURES NEXT 3 PAGES



WALMER CASTLE, BUILT IN SHAPE OF AN ENGLISH ROSE, GUARDED DOVER COAST IN THE DAYS OF HENRY VIII

LAND OF INVASIONS

Despite the protective Channel, the English people have always had to reckon with the danger of invasion. When they walk along their seacoast they see relics of old defenses, from ditches dug by the Romans to the Martian structures of World War II. A defensive association that dates back to William the Conqueror, the last man to take England by force of arms in nearly 900 years, is the Cinque Ports, a league of five Channel towns which combined to furnish ships and men against a threat from the sea. The Lord Warden of the Cinque Ports is entitled to live at Walmer Castle, receive a salute of 19 guns when at sea and fly the lord warden's banner. His is today a purely honorary post, but when Mr. Churchill was appointed to it in 1941 he felt not only an honorable but also a personal significance in it: the Kentish district, the closest point for invasion from Europe, is his favorite, and he himself had just led his country in preparations to repel the most urgent threat of attack since Napoleon's day.

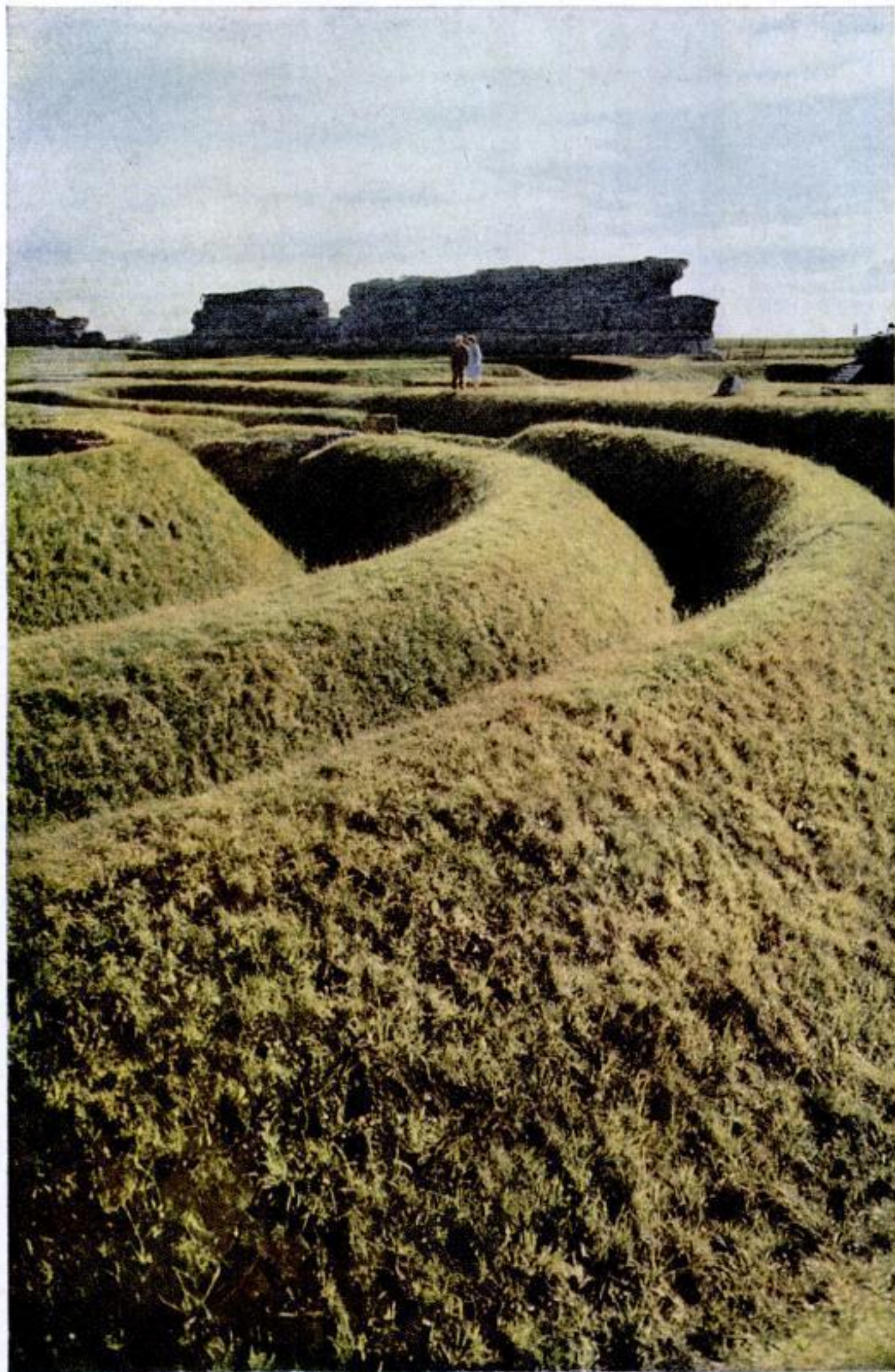


LORD WARDEN'S FLAG, which Churchill flies at his home in Kent, symbolizes English seapower and defense. He has never lived at Walmer.

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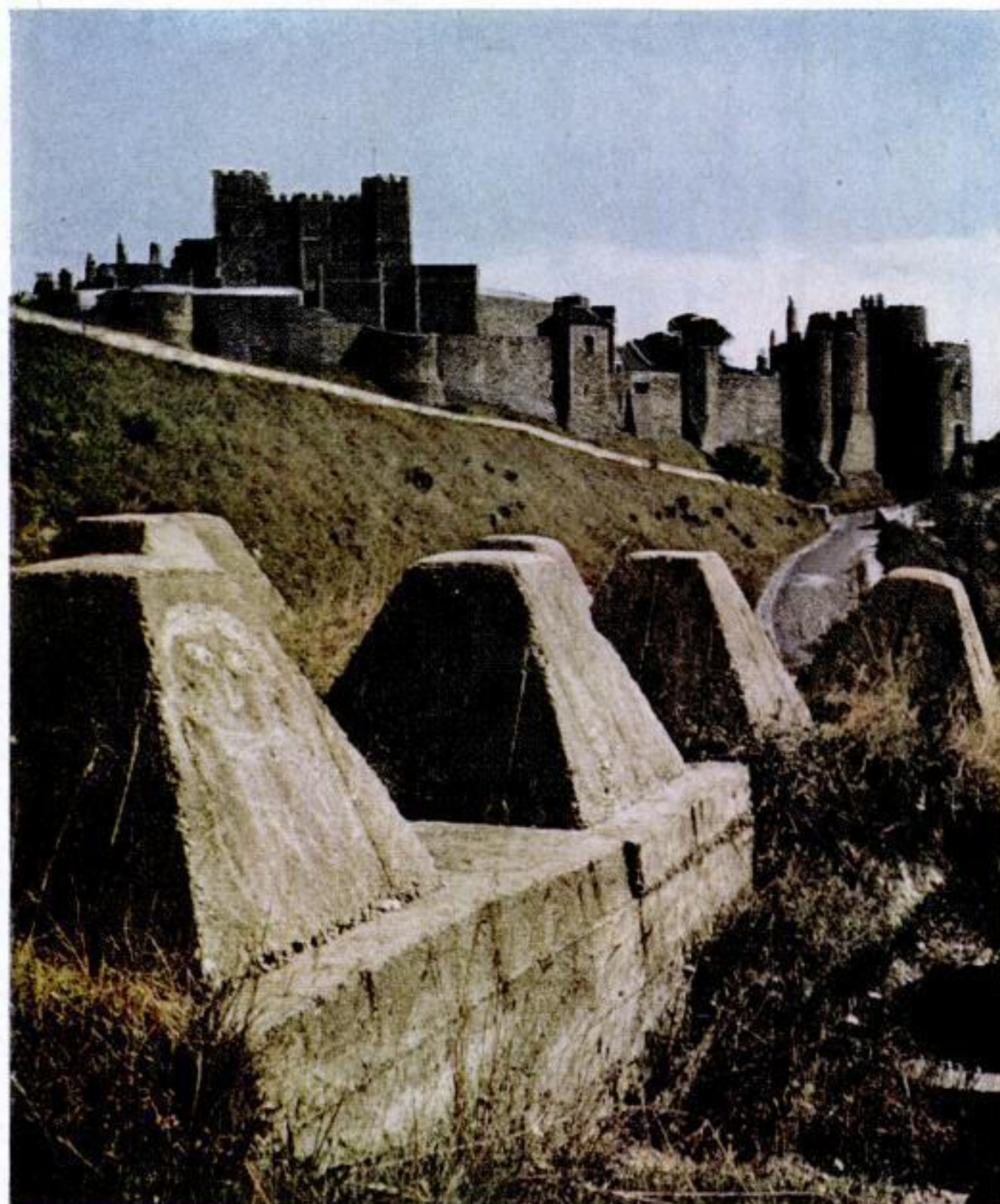
LAND OF INVASIONS CONTINUED



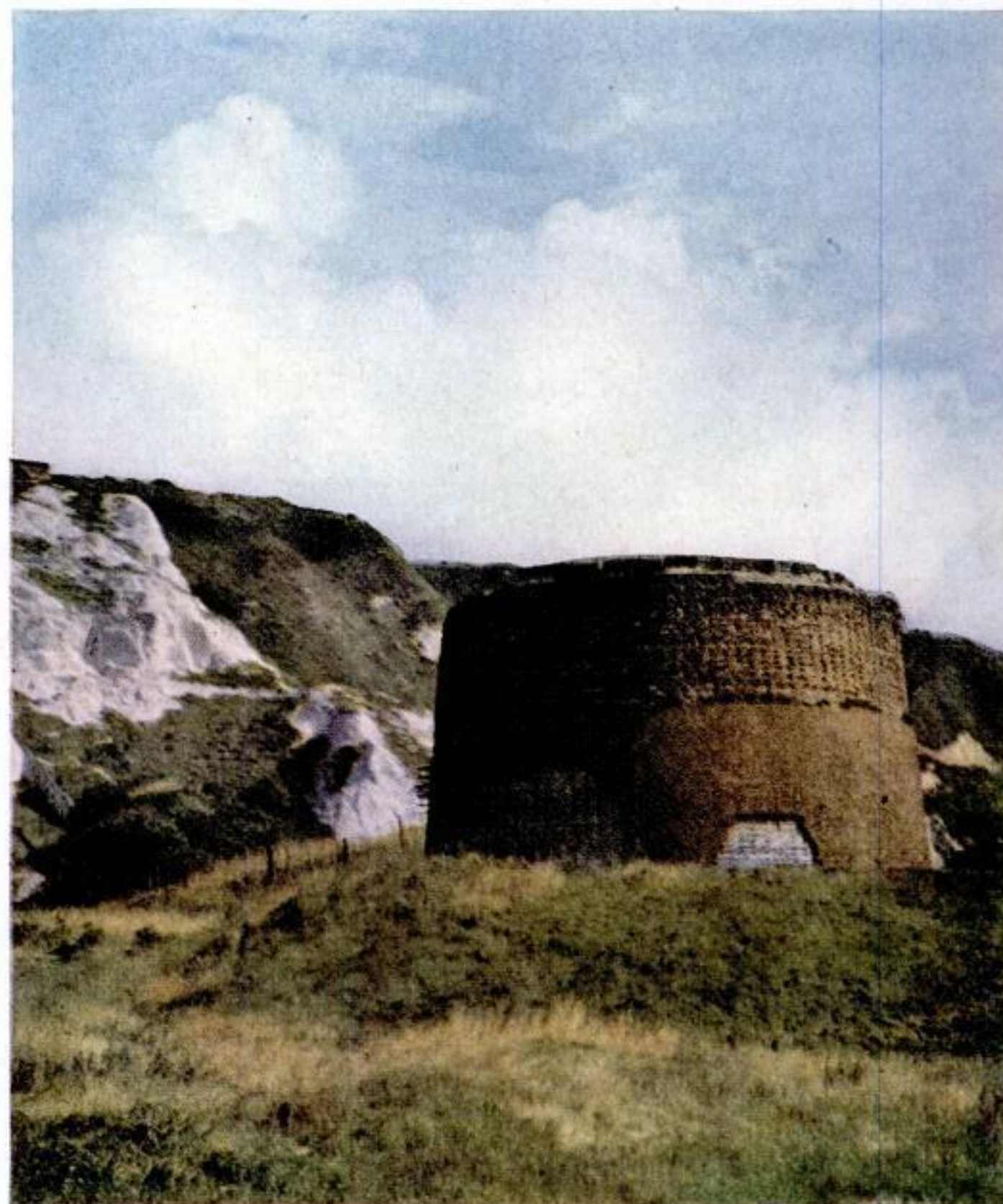
ANCIENT ROMAN DITCHES visible at Richborough Castle were dug in Third Century against Saxons. Stone fort (*background*) was added later.



PEVENSEY CASTLE, above the beach where William the Conqueror landed, was originally another Roman fort. The Normans added an inner



DOVER CASTLE looks out from famous chalk cliffs at France, 22 miles away. Antitank barriers of World War II now flank its 800-year-old walls.

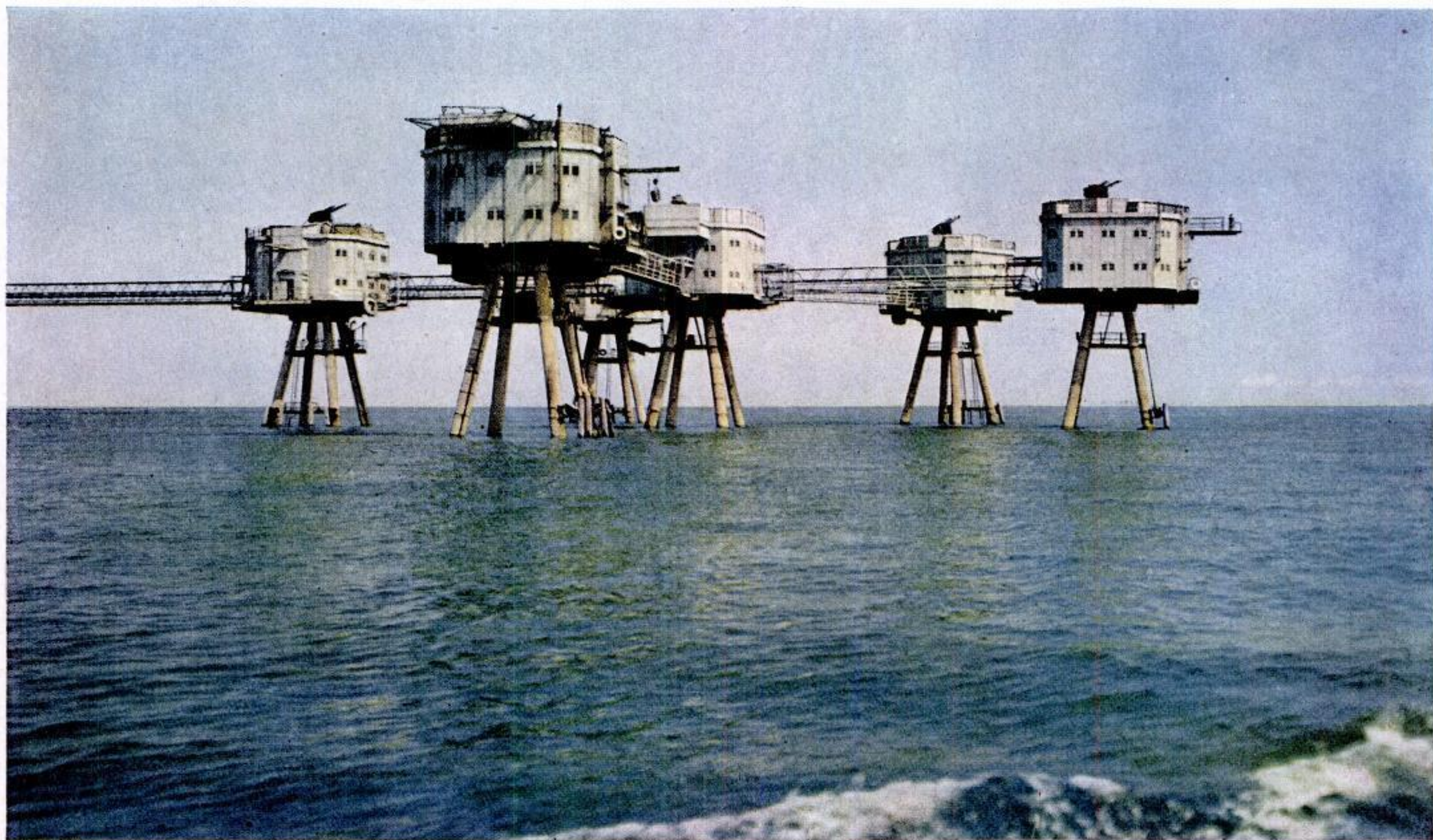


MARTELLO TOWER near Dover was one of 74 built against Napoleonic threat in 1805. Tower held three guns, with shot and powder stored below.



castle which was later enlarged, then greatly strengthened against the Spanish Armada in 1588. In World War II Pevensey Castle was again fortified,

with machine-gun slits (*center*) camouflaged in its walls. The stone catapult balls piled in right foreground were used in its defense 600 years ago.



MAUNSELL FORTS defended Thames estuary against aircraft in World War II. Each fort is system of steel boxes with guns and everything needed

to fight and live, all connected by catwalks. Named for designer, they helped stop all serious aerial mine laying there as soon as they were put up in 1943.



Lamb Stew — Hunt Style

2 lbs. lamb shanks, cut in small pieces	2 tbsp. flour
1 tsp. salt	1/4 tsp. chili powder, if desired
2 cans Hunt's Tomato Sauce	2 cups water
1/2 tsp. salt	4 carrots cut in pieces
1/2 lb. string beans, cut in pieces	8 small onions
	Mashed potatoes

Wipe meat with damp cloth. Mix flour, salt, chili powder, and pepper. Roll meat in seasoned flour. Brown on both sides in fat. Drain off excess fat. Then add that rich, kettle-simmered Hunt's Tomato Sauce — and the water, bay leaf, and salt. Simmer for 1 1/4 hours or until meat is tender. Add vegetables and cook for 35 minutes more or until tender. Pour mixture into greased casserole. Place potatoes around outside rim. Bake in 375°F. oven 15 minutes, or until potatoes are lightly browned. Makes 4 generous servings. Hunt's is the *quality* tomato sauce for a few cents a can!

How to make low-cost meats delicious



The low-cost way to buy tomatoes for cooking

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When you include a can of *this* tomato sauce in a recipe — you are really adding the best part of *more than four* plump, vine-ripened tomatoes!

We slowly *kettle-simmer* these tomatoes for you — with delicious seasonings and spices. M-m-m! *You just can't beat Hunt's for flavor... for richness... for velvety smoothness!*

That's why Hunt's Tomato Sauce transforms low-cost meats into dishes your family will rave about. And look!...

We're putting up so many *millions* of cans of Hunt's, to supply the terrific demand — that the price is down to *a few cents!*

Hunt's is *the* low-cost way to buy tomatoes for cooking. Use it in your stews, meat loaf, gravies, casseroles, spaghetti. And with leftovers.

So, insist on the quality brand for a few cents a can — Hunt's Tomato Sauce!

Hunt-for the best

Hunt's Fruits • Vegetables • Tomato Products Hunt Foods, Inc., Los Angeles, California

CHURCHILL'S MEMOIRS

CONTINUED FROM PAGE 52

continuous patrol to cover the escape of the Army, we had fought at four or five to one with success and profit. Over our own waters and exposed coasts and counties Air Chief Marshal Dowding contemplated profitable fighting at seven or eight to one. The strength of the German Air Force at this time, taken as a whole, so far as we knew—and we were well informed—apart from particular concentrations, was about three to our one. Although these were heavy odds at which to fight the brave and efficient German foe, I rested upon the conclusion that in our own air, over our own country and its waters, we could beat the German Air Force. And if this



HOME GUARD RIFLE DRILL

The Rev. Jocelyn Perkins, 70-year-old clergyman, was one of the many Englishmen learning rifle drill in 1940. He explained that he volunteered for Britain's Home Guard as a "sporting" gesture.

were true our naval power would continue to rule the seas and oceans, and would destroy all enemies who set their course towards us.

We now entered upon a period of extreme tension and vigilance. A very careful study was made of the moon and the tides. We thought that the enemy would like to cross by night and land at dawn; and we now know the German Army Command felt like this too. They would also be glad of a half-moonlight on the way over, so as to keep their order and make their true landfall. Measuring it all with precision, the Admiralty thought the most favourable conditions for the enemy would arise between the fifteenth and thirtieth of September. Here also we now find that we were in agreement with our foes. We had little doubt of our ability to destroy anything that got ashore on the Dover promontory or on the sector of coast from Dover to Portsmouth, or even Portland. As all our thoughts at the summit moved together in harmonious and detailed agreement, one could not help liking the picture

CONTINUED ON NEXT PAGE

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All four make black-and-white and full-color snapshots... "flash" shots too

Snap it open, you're ready for pictures; snap it shut, you're ready to move on. Compact, conveniently carried, newly styled, the Kodak Tourist Camera is a pleasure to take along—and whether at home or on your travels, it makes splendid snapshots with typical Kodak ease and certainty.

Makes black-and-white and full-color snapshots—"flash" shots too. Pictures are a generous 2½x3¾ in black and white; about 3x4½ in full color.

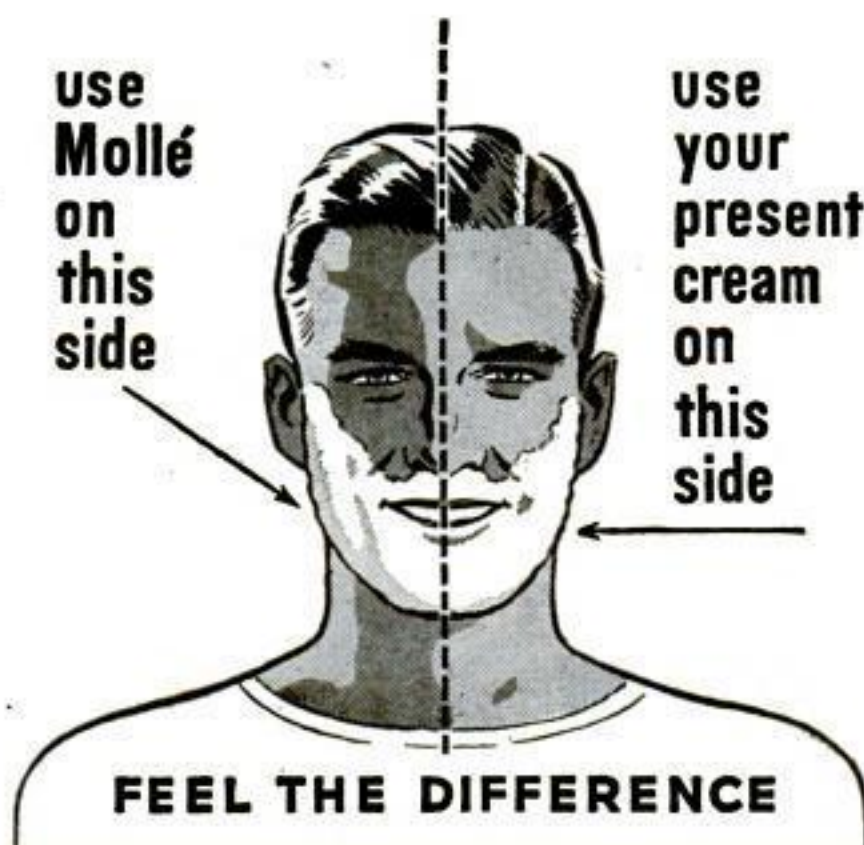
Features include an ingenious new shutter release on the camera bed to help you get steady exposures, sharper, more pleasing pictures. Eye-level view finder. Handy carrying strap you sling over your shoulder. And the two de luxe models have a built-in exposure guide. Prices vary with the speed of lens and shutter selected.

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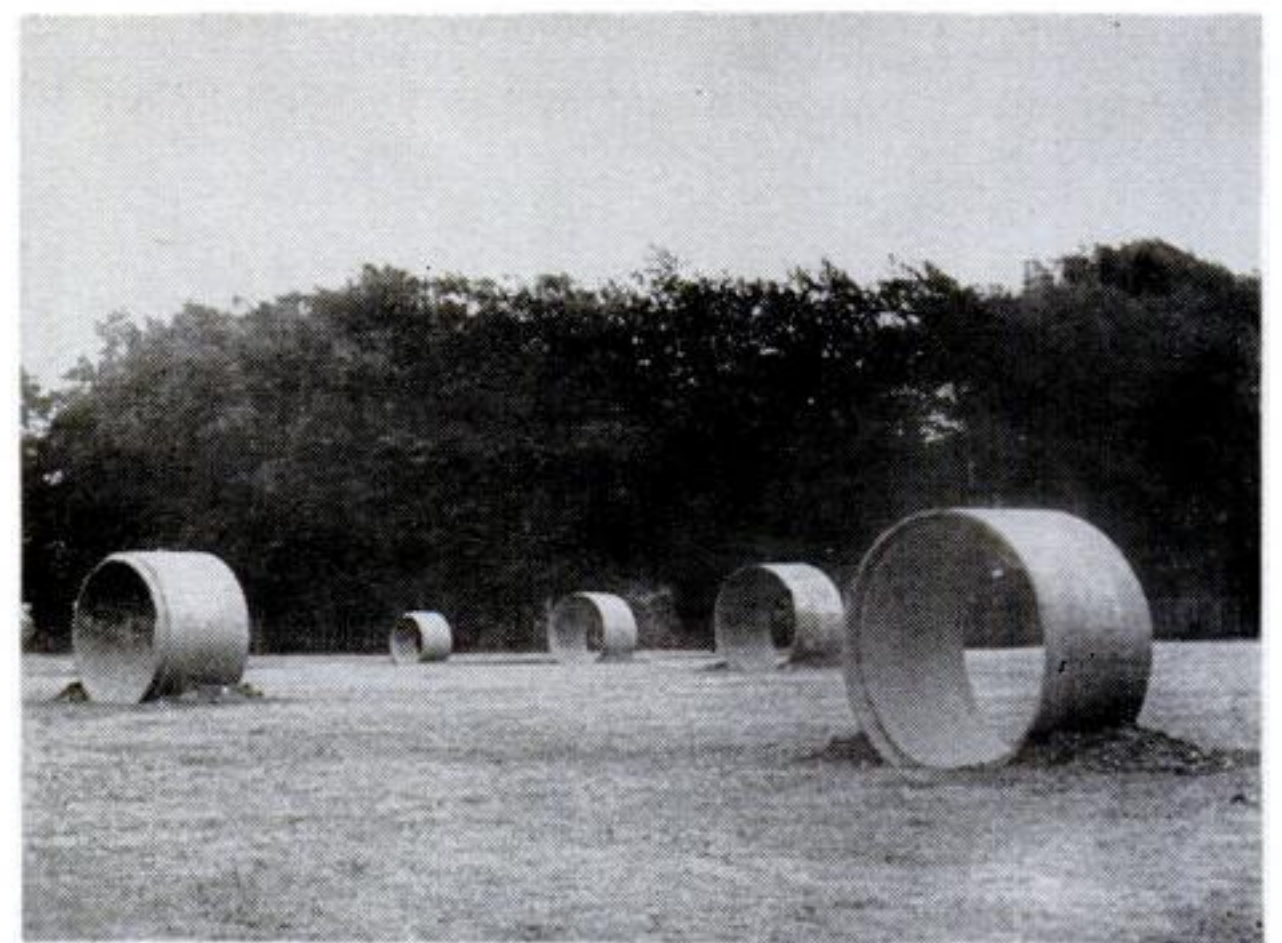
● Don't suffer from painful dry, cracked lips this winter—reach for Mentholum. Feel fast-acting Mentholum's famous combination of menthol, camphor and other ingredients soothe tender lip skin, revive dried-out skin cells, help them retain needed moisture. Soon smarting pain leaves, lips feel smoother—it's a pleasure to smile again. In tubes and jars—35¢, 75¢.

MENTHOLATUM

CHURCHILL'S MEMOIRS CONTINUED

which presented itself with growing definition. Here perhaps was the chance of striking a blow at the mighty enemy which would resound throughout the world. One could not help being inwardly excited alike by the atmosphere and the evidence of Hitler's intentions which streamed in upon us. There were indeed some who on purely technical grounds, and for the sake of the effect the total defeat and destruction of his expedition would have on the general war, were quite content to see him try.

I have often wondered however what would have happened if two hundred thousand German storm troops had actually established themselves ashore. The massacre would have been on both sides grim and great. There would have been neither mercy nor quarter. They would have used Terror, and we were prepared to go all lengths. I intended to use the slogan "You can always take one with you." I even calculated that the horrors of such a scene



FOR AIRBORNE NAZIS

Expecting the Germans to fly troops across the Channel, the British blocked fields on which the planes could land. Some fields were gutted with trenches, others strewn with enormous pipe sections.

would in the last resort turn the scale in the United States. But none of these emotions was put to the proof. Far out on the grey waters of the North Sea and the Channel coursed and patrolled the faithful, eager flotillas peering through the night. High in the air soared the fighter pilots, or waited serene at a moment's notice around their excellent machines. This was a time when it was equally good to live or die.

It is time to go over to the other camp and set forth the enemy's preparations and plans as we now know them.

SOON after war broke out on September 3, 1939, the German Admiralty, as we have learnt from their captured archives, began their staff study of the invasion of Britain. Unlike us, they had no doubt that the only way was across the narrow waters of the English Channel. They never considered any other alternative. If we had known this it would have been an important relief. An invasion across the Channel came upon our best-defended coast, the old sea front against France, where all the ports were fortified and our main flotilla bases and in later times most of our airfields and air-control stations for the defence of London were established. There was no part of the Island where we could come into action quicker or in such great strength with all three Services.

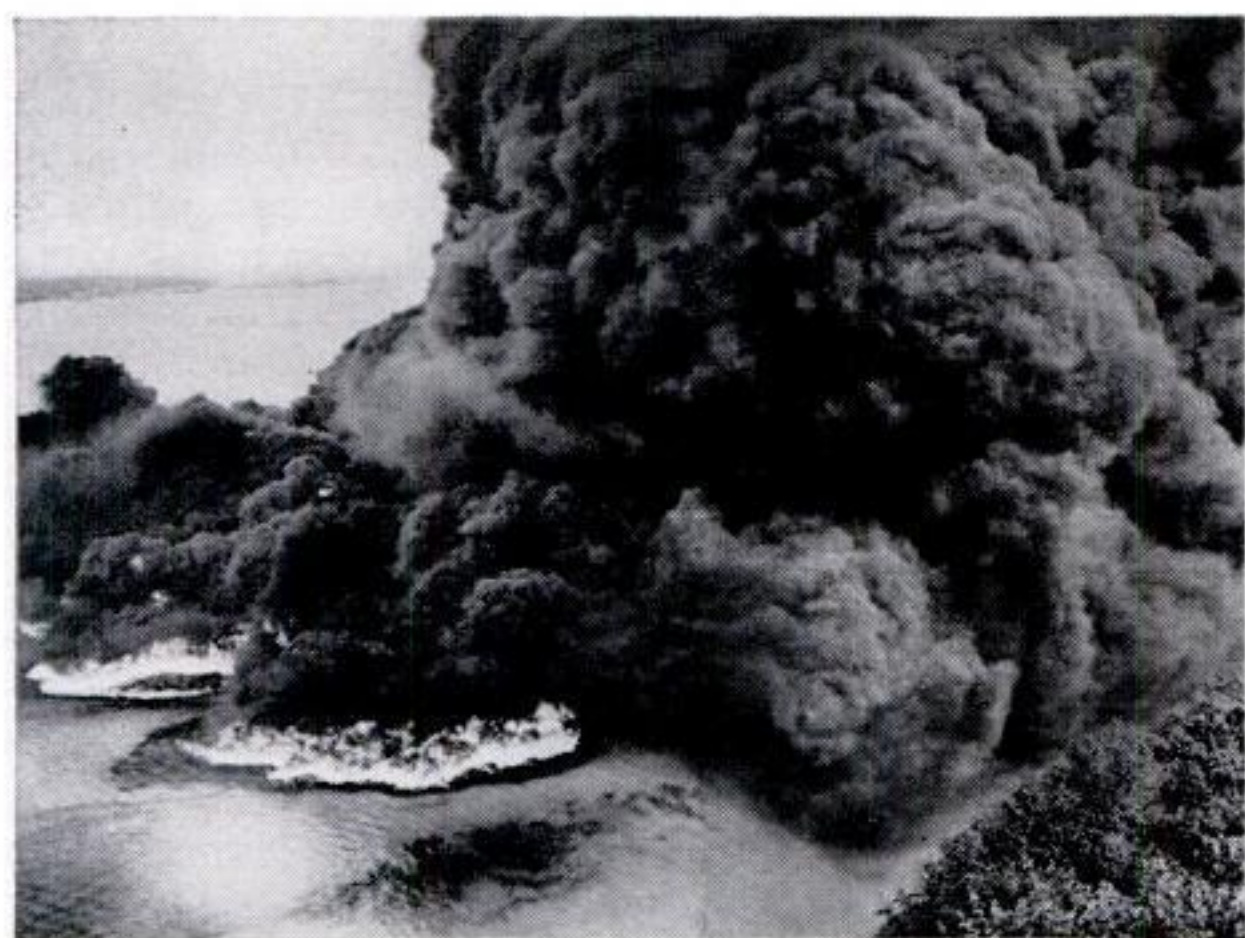
Admiral Raeder was anxious not to be found wanting should the demand to invade Britain be made upon the German Navy. At the same time he asked for a lot of conditions. The first of these was the entire control of the French, Belgian and Dutch coasts, harbours and river-mouths. Therefore the project slumbered during the Twilight War.

Suddenly all these conditions were surprisingly fulfilled, and it must have been with some misgivings but also satisfaction that

on the morrow of Dunkirk and the French surrender he could present himself to the Fuehrer with a plan.

The German Navy plan, of which it is clear I had received an inkling in June, was essentially mechanical. Under the cover of heavy-gun batteries firing from Gris Nez towards Dover, and a very strong artillery protection along the French coast in the Straits, they proposed to make a narrow corridor across the Channel on the shortest convenient line and to wall this in by mine-fields on either side, with outlying U-boat protection. Through this the Army was to be ferried over and supplied in a large number of successive waves. There the Navy stopped, and on this the German Army chiefs were left to address themselves to the problem.

On July 21 the heads of the three Services met the Fuehrer. The execution of Operation "Sea Lion," he said, must be regard-



FOR SEABORNE NAZIS

One anti-invasion measure which was tested but on which there was no publicity was defense of coastline by fire. Oil was pumped out to sea in underwater pipes, then automatically set blazing.

ed as the most effective means of bringing about a rapid conclusion of the war.

A vehement controversy, conducted with no little asperity, arose in the German Staffs about the width of the front and the number of points to be attacked. The Army demanded a series of landings along the whole English southern coast from Dover to Lyme Regis (*map, p. 60*). They also desired an ancillary landing north of Dover at Ramsgate. The German Naval Staff now stated that the most suitable area for the safe crossing of the English Channel was between the North Foreland and the western end of the Isle of Wight. On this the Army Staff developed a plan for a landing of 100,000 men, followed almost immediately by 160,000 more at various points from Dover westward to Lyme Bay. Colonel-General Halder, Chief of the Army Staff, declared that it was necessary to land at least four divisions in the Brighton area. He also required landings in the area Deal-Ramsgate; at least thirteen divisions must be deployed, as far as possible simultaneously, at points along the whole front. In addition, the Luftwaffe demanded shipping to transport fifty-two A.A. batteries with the first wave.

The Chief of the Naval Staff however made it clear that nothing like so large or rapid a movement was possible. He could not physically undertake to escort a landing-fleet across the whole width of the area mentioned. All he had meant was that within these limits the Army should pick the best place.

Much valuable time had been consumed in these exchanges of memoranda. It was not until August 7 that the first verbal discussion took place between General Halder and the Chief of the Naval Staff. At this meeting Halder said, "I utterly reject the Navy's proposal. From the Army view-point I regard it as complete suicide. I might just as well put the troops that have been

CONTINUED ON NEXT PAGE

FRESH AND BRIGHT IN THE MORNING?



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Sound, *natural* sleep is the only kind that counts if you want to wake up rested in the morning. That is why Ovaltine is recognized in many countries throughout the world as the ideal sleeping aid.

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Moreover, Ovaltine contains a wide scope of important food ele-

ments. Equally important, Ovaltine has been processed in such a way that it is digested and absorbed very readily *even as you sleep*—and thus helps to replace and rebuild worn-out nerves and tissue.

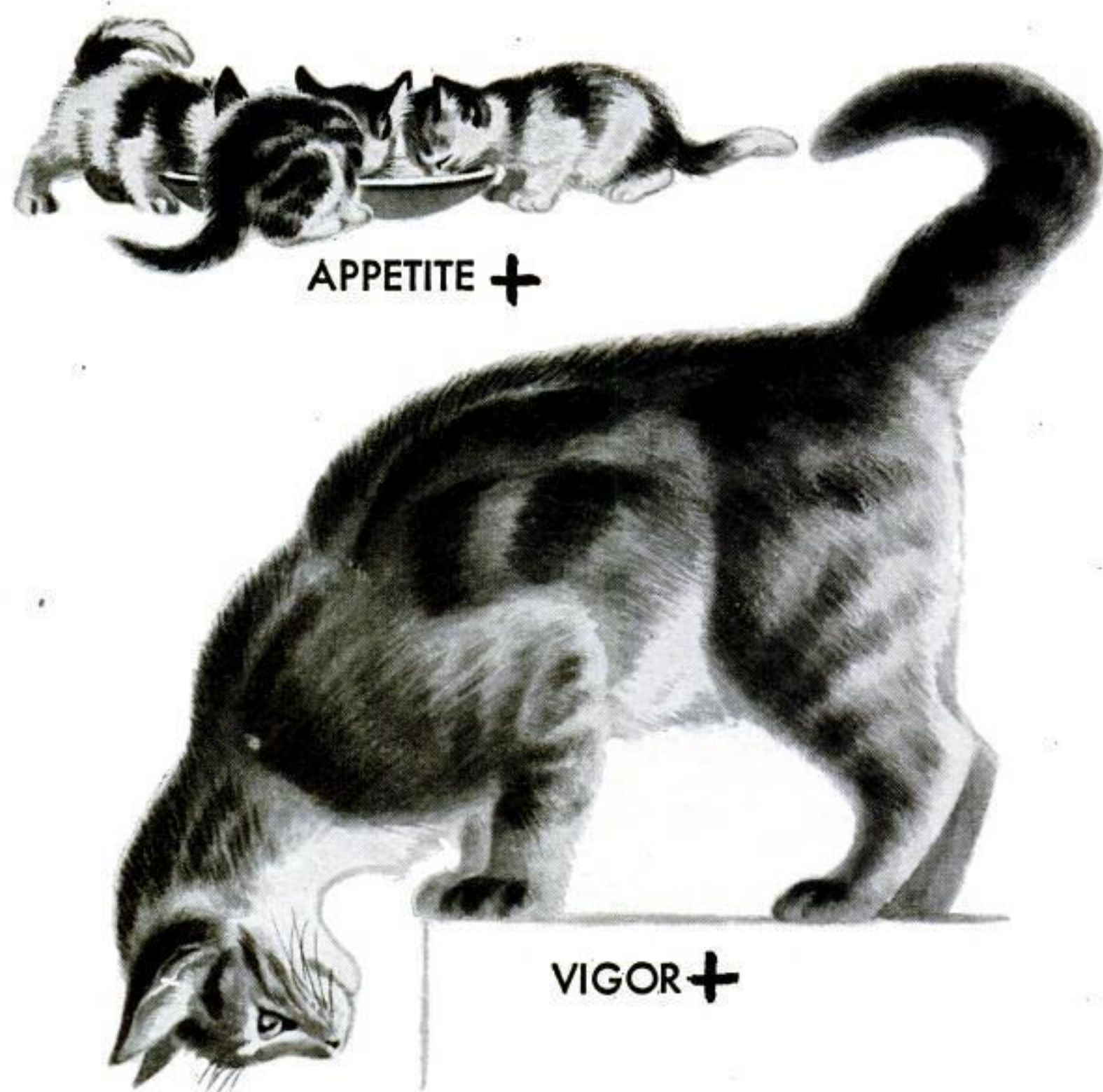
You Can Tell Very Quickly

You can tell in three nights whether Ovaltine will help you in your situation. Just purchase a small-size jar for a trial. You will find it inexpensive. Remember that Ovaltine is not habit-forming, but it may be a very good habit to form.

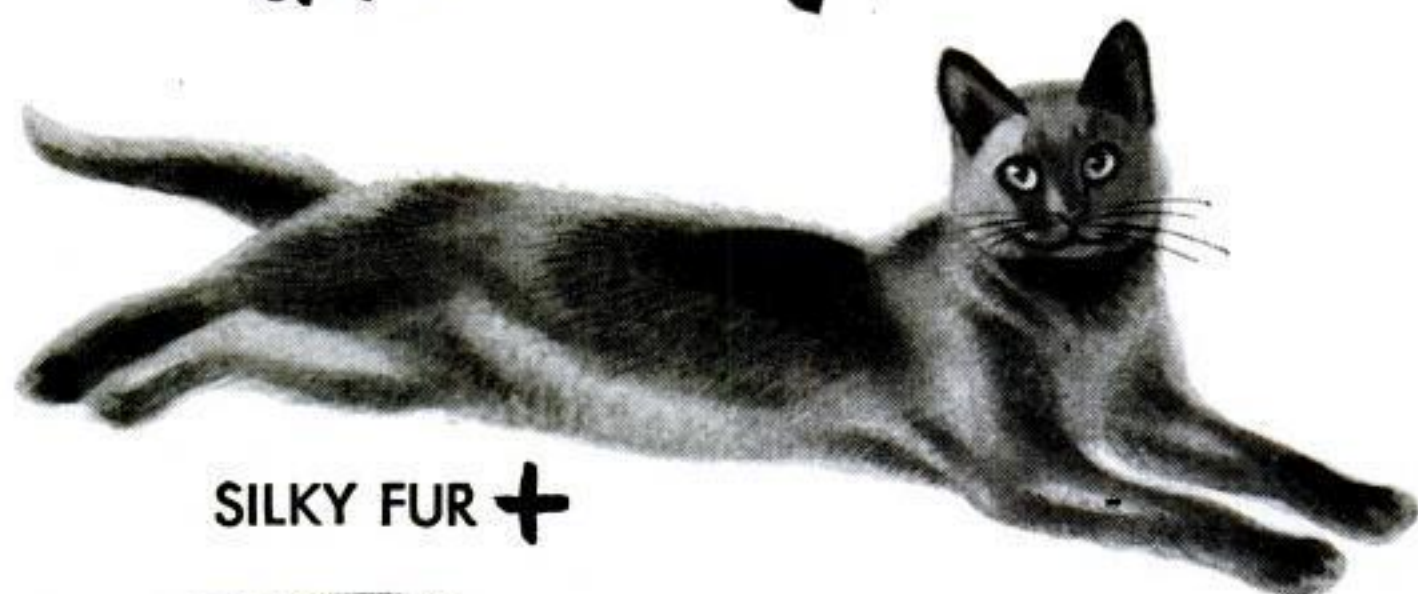


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Puss'n Boots
adds the **PLUS!**



Feed this nutritionally
complete cat food and see
your cat grow healthier

Cats are seldom sick. So it's
only natural that their
owners may think them
perfectly healthy.

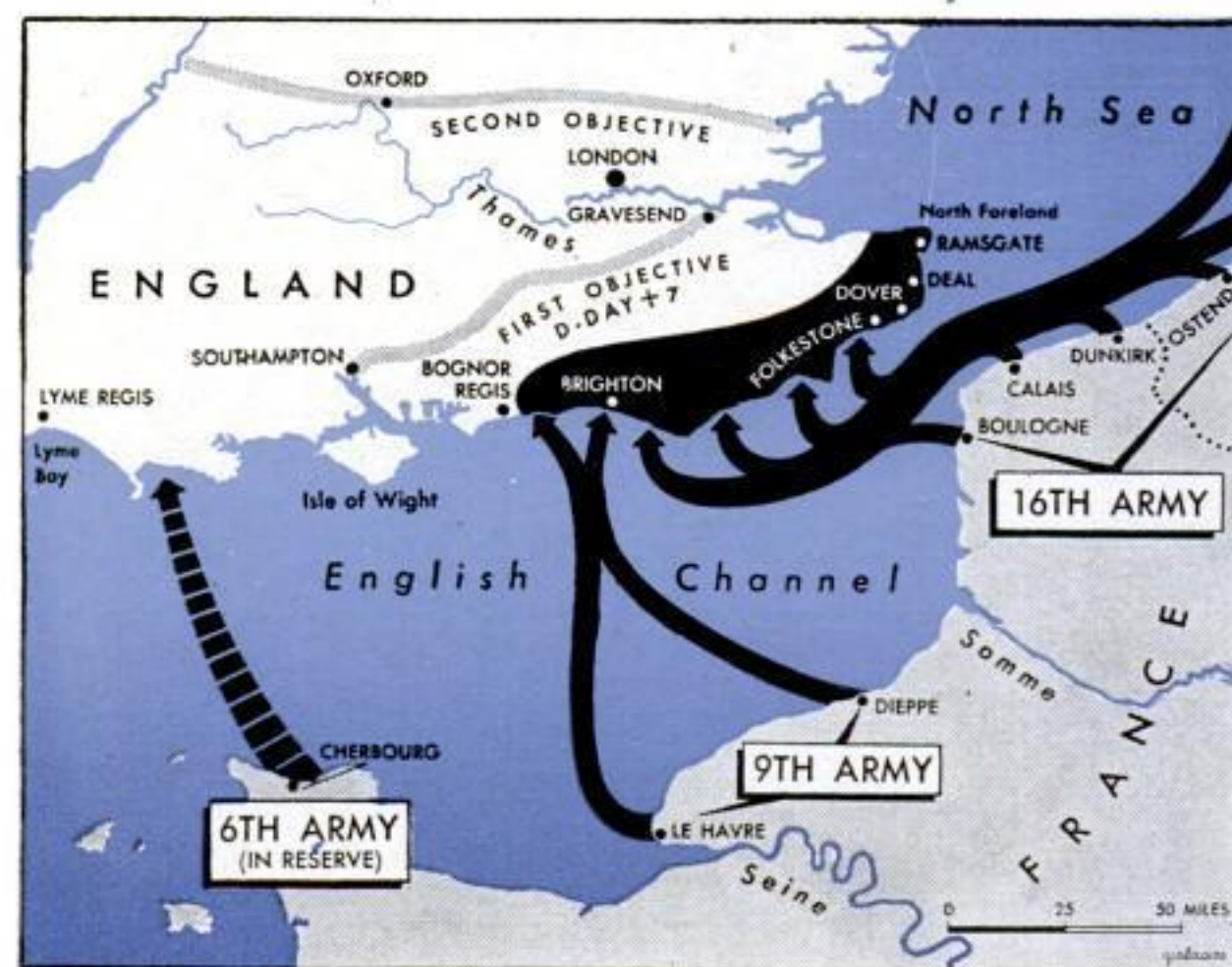
But owners tell us that when
they begin feeding Puss 'n
Boots, they notice a marked
improvement in the appearance,
alertness and general
well-being of their pets.

That's because Puss 'n Boots,
made especially for cats,
meets all their nutritional
requirements.

It's a scientific diet designed
to supply *every* need—to give
a glossy coat, bright eyes,
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outstandingly healthy pet,
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FISH	for	strong tissues, maintenance, growth
Bone	"	strong bones and teeth
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Rice Polish	for	good disposition, energy, growth
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OPERATION SEA LION

The tentative German invasion plan, which Hitler never dared attempt, called for the use of the ports shown above on the Belgian and French coasts as jump-off points. Rotterdam and Antwerp were also to be used. Black area shows region Germans hoped to seize in initial attack before pushing on to line marked "first objective," which would still have left them south of London.

landed straight through the sausage-machine." The Naval Chief of Staff rejoined that he must equally reject the landing on a broad front, as that would lead only to a sacrifice of the troops on the passage over. In the end a compromise decision was given by Hitler which satisfied neither the Army nor the Navy. A Supreme Command Directive, issued on August 27, decided that "the Army operations must allow for the facts regarding available shipping space and security of the crossing and disembarkation." All landings in the Deal-Ramsgate area were abandoned, but the front was extended from Folkestone to Bognor. Thus it was nearly the end of August before even this measure of agreement was reached; and of course everything was subject to victory being gained in the air battle, which had now been raging for six weeks.

On the basis of the frontage at last fixed the final plan was made. The military command was entrusted to Rundstedt, but shortage of shipping reduced his force to 13 divisions with 12 in reserve.

Meanwhile since early July we had made a succession of attacks on the shipping in Wilhelmshaven, Kiel, Cuxhaven, Bremen, and Emden; and raids were made on small craft and barges in French ports and Belgian canals. When on September 1 the great southward flow of invasion shipping began, it was watched, reported and violently assailed by the Royal Air Force along the whole front from Antwerp to Havre.

Both Navy and Army now cast their burden on the German Air Force. Goering was by no means unwilling to accept this responsibility, because he believed that the German Air Force, with its large numerical superiority, would, after some weeks of hard fighting, beat down the British air defence, destroy their airfields in Kent and Sussex, and establish a complete domination of the Channel. But apart from this he felt assured that the bombing of England, and particularly of London, would reduce the decadent peace-loving British to a condition in which they would sue for peace, more especially if the threat of invasion grew steadily upon their horizon.

As the days passed doubts and delays appeared and multiplied. Hitler's order of July 16 had laid down that all preparations were to be completed by the middle of August. All three services saw that this was impossible. And at the end of July Hitler accepted September 15 as the earliest D-day, reserving his decision for action until the results of the projected intensified air battle could be known.

On August 30 the Naval Staff reported that owing to British counter-action against the invasion fleet preparations could not



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TRADE MARK



60 MILES SOUTH OF CHICAGO, in the heart of the rich Illinois corn lands, you come to Kankakee — city of 30,000, county seat, shopping-place for

nearby farmers. Here you see Kankakee as we saw it last fall, looking east on Court Street. We remember it very distinctly. We had just moved to town.

Why we moved to Kankakee

One day in 1815 a French chemist named Chevreul found a magic substance locked up in ordinary tallow.

This substance—one of the so-called fatty acids—made possible candles that burned without giving off tear gas. Today fatty acids are an almost miraculous help in making better varnish for floors, better ink for magazines, better chocolate for candy, better lipstick for ladies.

After five years of our own research in fatty acids, we became so impressed with their possibilities that we decided to produce them in a big way. We chose Kankakee as the place to do it for several reasons. Important raw materials—corn and soybeans—were right at hand. Many of the industries eager to use this new product were within easy shipping distance. And so, last October, we opened our new Chemoil plant there.

But Kankakee means more to us than a handy

location. It means capable young men to join us in an exciting new industrial adventure. (We asked colleges to tell their chemistry students from Kankakee that we were saving jobs for them back home.) It means pleasant homes for our people, a grand place to bring up their children. It means, we hope, solid new friends for General Mills . . . for we try to be good neighbors and good citizens.

You can see why General Mills, like many other large companies, enjoys living in small towns. You can see why, for some time, we have been making Betty Crocker soups in Oskaloosa, Iowa . . . Kix, Cheerios and Wheaties in Lodi, California.

Perhaps you'd like to know where we get the money to open new plants. Actually, almost half our usual 3-cent profit on each dollar of sales goes into the kind of research and expansion that led us to Kankakee.



Copyright 1949, General Mills, Inc., Minneapolis, Minn., makers of Wheaties, Kix, Cheerios, Bisquick, Softasilk Cake Flour, Gold Medal Flour, Betty Crocker Soups, Pyequick, GingerCake Mix, Crustquick, Larro Feeds, Bakery Flours, Tru-Heat Iron, Steam Ironing Attachment, PressureQuick Saucepan, Packaging Machinery, Vitamins, Special Wheat, Soy, Durum and Oat Products • Betty Crocker is a trade name of General Mills, Inc.

be completed by September 15. At their request D-day was postponed to September 21, with a proviso of ten days' previous warning. This meant that the preliminary order had to be issued on September 11. On September 10 the Naval Staff again reported their various difficulties from the weather, which is always tiresome, and from British counter-bombing. On the 11th therefore Hitler postponed the preliminary order by three days, thus setting back the earliest D-day to the 24th; on the 14th he further put it off.

During August the corpses of about forty German soldiers were washed up at scattered points along the coast between the Isle of Wight and Cornwall. The Germans had been practising



"VERY WELL, ALONE"

David Low's drawing of Britain's determination to carry on appeared day Mr. Churchill made his "Their Finest Hour" speech.

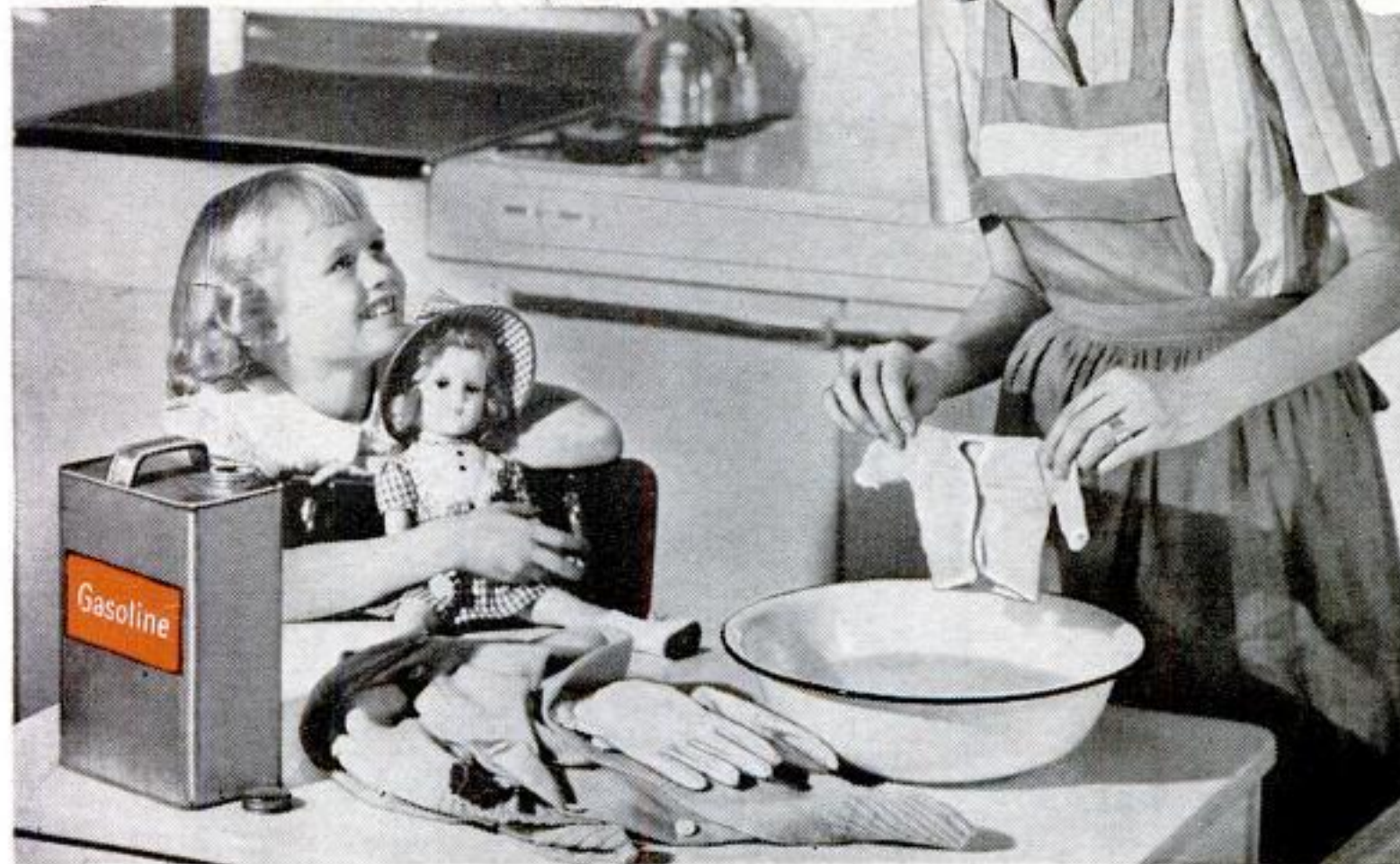
embarkations in the barges along the French coast. Some of these barges put out to sea in order to escape British bombing and were sunk, either by bombing or bad weather. This was the source of a widespread rumour that the Germans had attempted an invasion and had suffered very heavy losses either by drowning or by being burnt in patches of sea covered with flaming oil. We took no steps to contradict such tales, which spread freely through the occupied countries in a wildly exaggerated form, and gave much encouragement to the oppressed populations. In Brussels, for instance, a shop exhibited men's bathing-suits marked "For Channel swimming."

On September 7 the information before us showed that the westerly and southerly movement of barges and small ships to ports between Ostend and Havre was in progress, and as these assembly harbours were under heavy British air attack, it was not likely the ships would be brought to them until shortly before the actual attempt. The striking strength of the German Air Force between Amsterdam and Brest had been increased by the transfer of 160 bomber aircraft from Norway; and short-range dive-bomber units were observed on the forward airfields in the Pas de Calais area. Four Germans captured a few days earlier after landing from a rowing-boat on the south-east coast had confessed to being spies, and said that they were to be ready at any time during the next fortnight to report the movement of British reserve formations. Moon and tide conditions between the 8th and 10th of September were favourable for invasion on the south-east coast. On this the Chiefs of Staff concluded that the possibility of invasion had become imminent and that the defence forces should stand by at immediate notice.

There was however at that time no machinery at General Headquarters, Home Forces, by which the existing eight hours' notice for readiness could be brought to "readiness for immediate action" by intermediate stages. The code-word "Cromwell," which meant "invasion imminent," was therefore issued by Home Forces at 8 p.m., September 7, to the Eastern and Southern Com-

CONTINUED ON NEXT PAGE

Laughter stilled forever— by **FIRE** the Fifth Horseman!



Laughter rang through the kitchen! Dolly's sweater was to get a real grown-up cleaning! A pan of gasoline, rub-a-dub-dub, and out would come the dirt!

A priceless moment of joy... Then a ghastly explosion that forever stilled their laughter...

The tiny tongue of flame from a pilot light had ignited the treacherous gasoline fumes... and both mother and daughter died in the blazing inferno.

Improper use of flammable liquids causes more than 50,000 fires a year... Protect yourself against Fire the Fifth Horseman. Follow all these rules:

1. Do not use gasoline and benzine for cleaning in the home. Use only approved cleaning fluids.
2. Chaperon your cigarette—don't let it go out alone. Put every match out cold. Keep live ones from children.
3. Use only electric wiring and appliances bearing the Underwriters' Laboratories seal. Don't overload circuits.
4. Maintain furnace, stove, chimneys in good repair. See that they are properly insulated.



How does Your School rate for fire safety? The building code prepared by the National Board recommends: school buildings of no more than two stories, enclosed stairways and elevator shafts, ample emergency exits, isolation and fireproof insulation of heating plants, automatic sprinkler systems. Constantly improved protection against fire in America's schools is one of the important aims of the National Board.

The Member Fire Insurance Companies of the NATIONAL BOARD OF FIRE UNDERWRITERS
—for Prevention of Loss of Life and Property by Fire

THE FIFTH HORSEMAN

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E-8

Please send me a copy of "The Fire Safe Home"—new 20-page booklet showing how to guard my family and home against fire.

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"I'm this way about GRO-PUP"

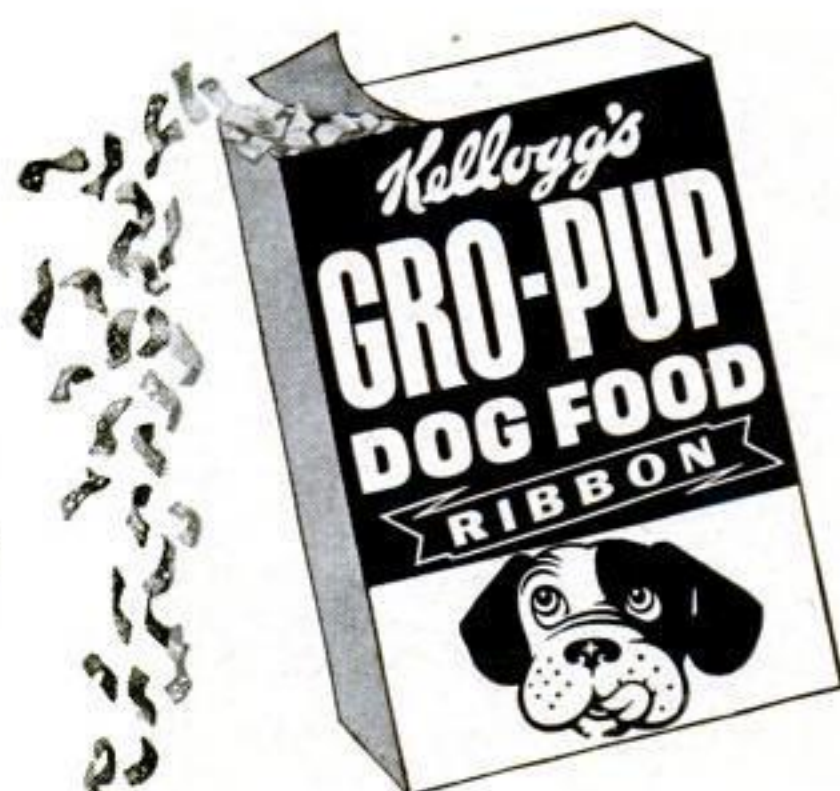


Don't let your dog down at dinner time—feed him a heaping dish of crunchy-crisp Gro-Pup Ribbon! Smackin' good... *and nourishing!*

Gro-Pup has the meat meal dogs long for... skim milk and homogenized fish for top-quality proteins. 23 "dog thrive" ingredients in all, including every vitamin and mineral dogs are known to need!

Yes—feed Gro-Pup for sleek coat, strong body and lively bounce! It's veterinary-approved... it's the only Ribbon-type dog food available!

THRIFTY, TOO! Not 70% water like most canned dog foods. With Gro-Pup *you* add the water! You get almost 1½ lbs. of solid nourishing food in a single package of Gro-Pup Ribbon... it's the biggest box on the shelf!



It's Smackin' Good... it's Kellogg's

CHURCHILL'S MEMOIRS CONTINUED

mands, implying action stations for the forward coastal divisions. It was repeated for information to all other commands in the United Kingdom. On this, in some parts of the country, the Home Guard commanders, acting on their own initiative, called out the Home Guard by ringing the church bells. This led to rumours of enemy parachutist landings, and also that German E-boats were approaching the coast. Neither I nor the Chiefs of Staff were aware that the decisive code-word "Cromwell" had been used, and the next morning instructions were given to devise intermediate stages by which vigilance could be increased on future occasions without declaring an invasion imminent. Even on receipt of the code-word "Cromwell" the Home Guard were not to be called out except for special tasks; and also church bells were to be rung only by order of a Home Guard who had himself seen as many as twenty-five parachutists landing, and not because other bells had been heard or for any other reason. As may be imagined, this incident caused a great deal of talk and stir, but no mention of it was made in the newspapers or Parliament. It served as a useful tonic and rehearsal for all concerned.

IT is apparent from the records that the German High Command were very far from being a co-ordinated team working together with a common purpose and with a proper understanding of each other's capabilities and limitations. It is impossible to resist the conclusion that the German Army was reluctant to place itself in the hands of its sister service in a major operation. When questioned after the war about these plans, General Jodl impatiently remarked, "Our arrangements were much the same as those of Julius Caesar." Here speaks the authentic German soldier in relation to the sea affair, having little conception of the problems involved in landing and deploying large military forces on a defended coast exposed to all the hazards of the sea.

In Britain, whatever our shortcomings, we understood the sea affair very thoroughly. We have seen how our many anxieties and self-questionings led to a steady increase in the confidence with which from the beginning we had viewed the invasion project. On the other hand, the more the German High Command and the Fuehrer looked at the venture the less they liked it. We could not of course know each other's moods and valuations; but with every week from the middle of July to the middle of September the unknown identity of views upon the problem between the German and British Admiralties, between the German Supreme Command and the British Chiefs of Staff, and also between the Fuehrer and the author of this book, became more definitely pronounced. If we could have agreed equally well about other matters, there need have been no war. It was of course common ground between us that all depended upon the battle in the air. The question was how this would end between the combatants; and in addition the Germans wondered whether the British people would stand up to the air bombardment, the effect of which in these days was greatly exaggerated, or whether they would crumple and force His Majesty's Government to capitulate. About this Reichsmarschall Goering had high hopes, and we had no fears.

In Next Week's Issue THE FOURTH INSTALMENT OF WINSTON CHURCHILL'S "THEIR FINEST HOUR"

A great epic—the Battle of Britain—is recounted by Mr. Churchill in the next instalment of his war memoirs. He brings to life again those heroic days when the fighter pilots of the RAF, scorning the heavy odds against them, beat down the Germans' attempt to win control of the air over England. These were the days when Londoners proudly showed that "they could take it," when the Unexploded Bomb detachments went through harrowing ordeals, and when British scientists fought a secret war of radio beams. Mr. Churchill's account of this grim period is as stirring as the events he describes.



*There's nothing like it...
absolutely nothing*

Out of the bracing cold, into the cheery warmth . . . an open fire crackles an invitation to relax. And Budweiser completes the picture. Its exquisite bouquet escaping through the creamy foam is a clue to the distinctive taste. Live life, every golden minute of it. Enjoy Budweiser, every golden drop of it.

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FROM A HIGH-FLYING PLANE, STREAMS OF MOLTEN LAVA LOOK LIKE BLOOD TRICKLING FROM A WOUND AS THEY POUR OUT OF THE SMOKING CONE OF THE VOLCANO

MAUNA LOA ERUPTS

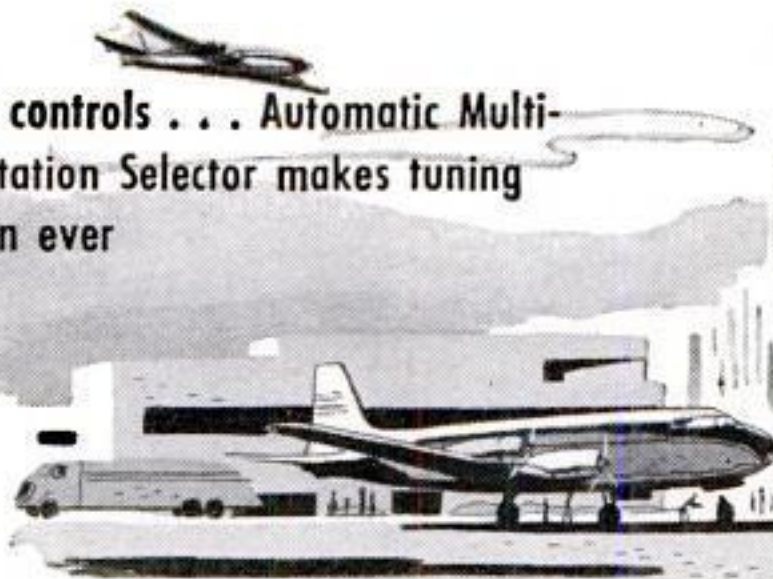
**Streams of lava flow for 11 miles
down slopes of Hawaiian volcano**

At 4:15 p.m. on Jan. 6 Hawaii's Mauna Loa, the world's most active volcano, broke a six-year silence. For 15 minutes the scarred, 13,675-foot cone rumbled and shook, sending its warning sound waves as far as 22 miles across the sugar and pineapple plantations. Then the first geysers of molten lava shot out of the crater and began to ooze downward. Hawaiians, remembering Mauna Loa's catastrophic record, watched fearfully through the

night as the streams thickened and spread as far as 11 miles from the summit. Next day the flow lessened. The streams turned from brick-red (*above*) to gray, and finally they halted and solidified harmlessly on the slopes. But Mauna Loa did not return to sleep. For weeks thereafter lava fountains continued to boil within the mountain and geologists waited for the new—and perhaps greater—eruption that they thought might be in the making.



Simplified controls . . . Automatic Multi-Channel Station Selector makes tuning easier than ever



You follow every play! Pictures are locked in tune by the RCA Victor Eye Witness Picture Synchronizer

Powerful circuits open new areas to television reception



Television sound is static-free FM through the famous "Golden Throat" tone system

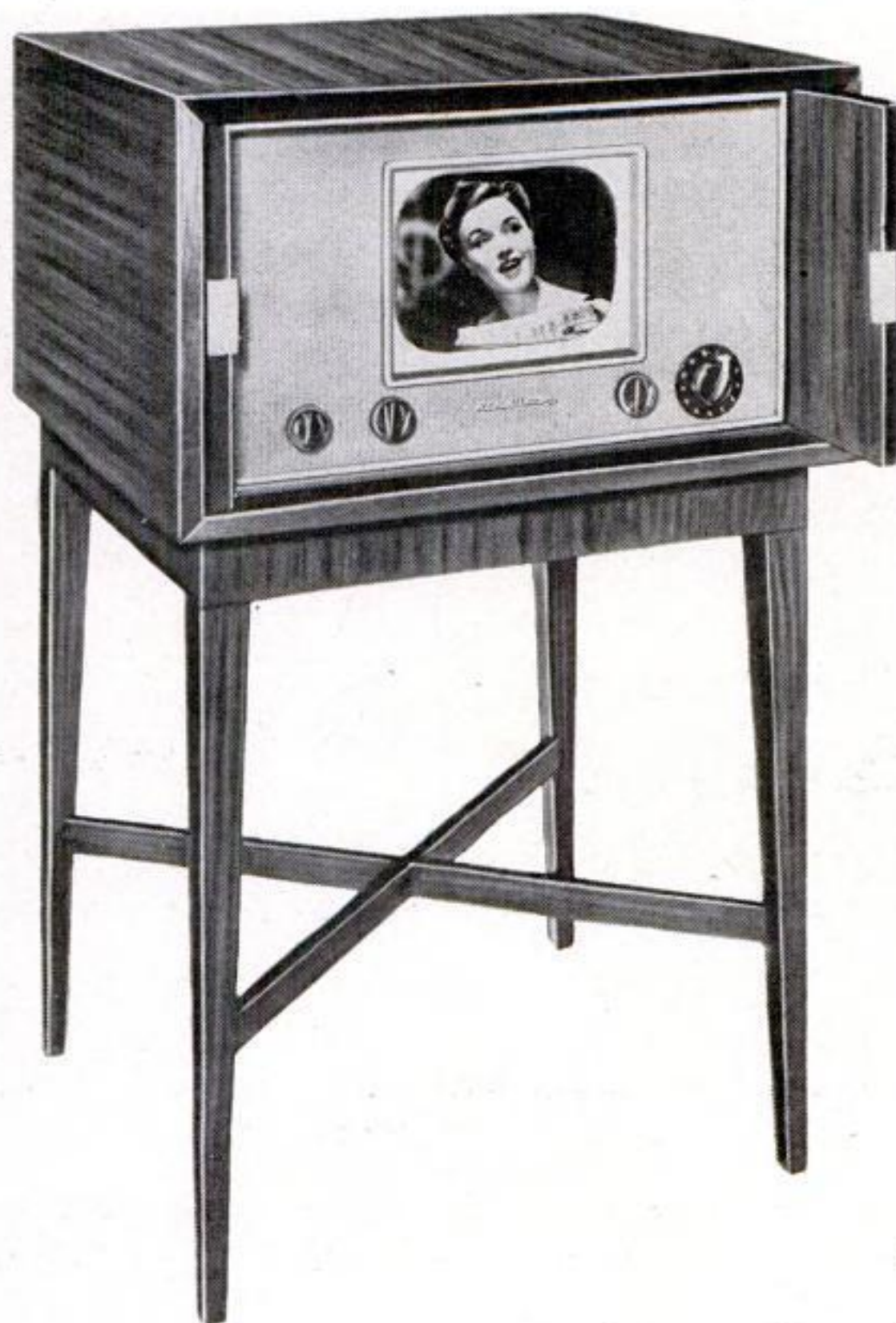


The "Onlooker" RCA Victor 8T243. Advanced engineering features keep RCA Victor sets way ahead in performance! The new sets are more powerful, simpler to use. The Eye Witness Picture Synchronizer, developed exclusively by RCA Victor, locks pictures in tune on the 52 square-inch screen. AC operation. Mahogany or walnut finish. Blond, slightly higher. \$349.50† Installation extra* plus excise tax \$1.59.

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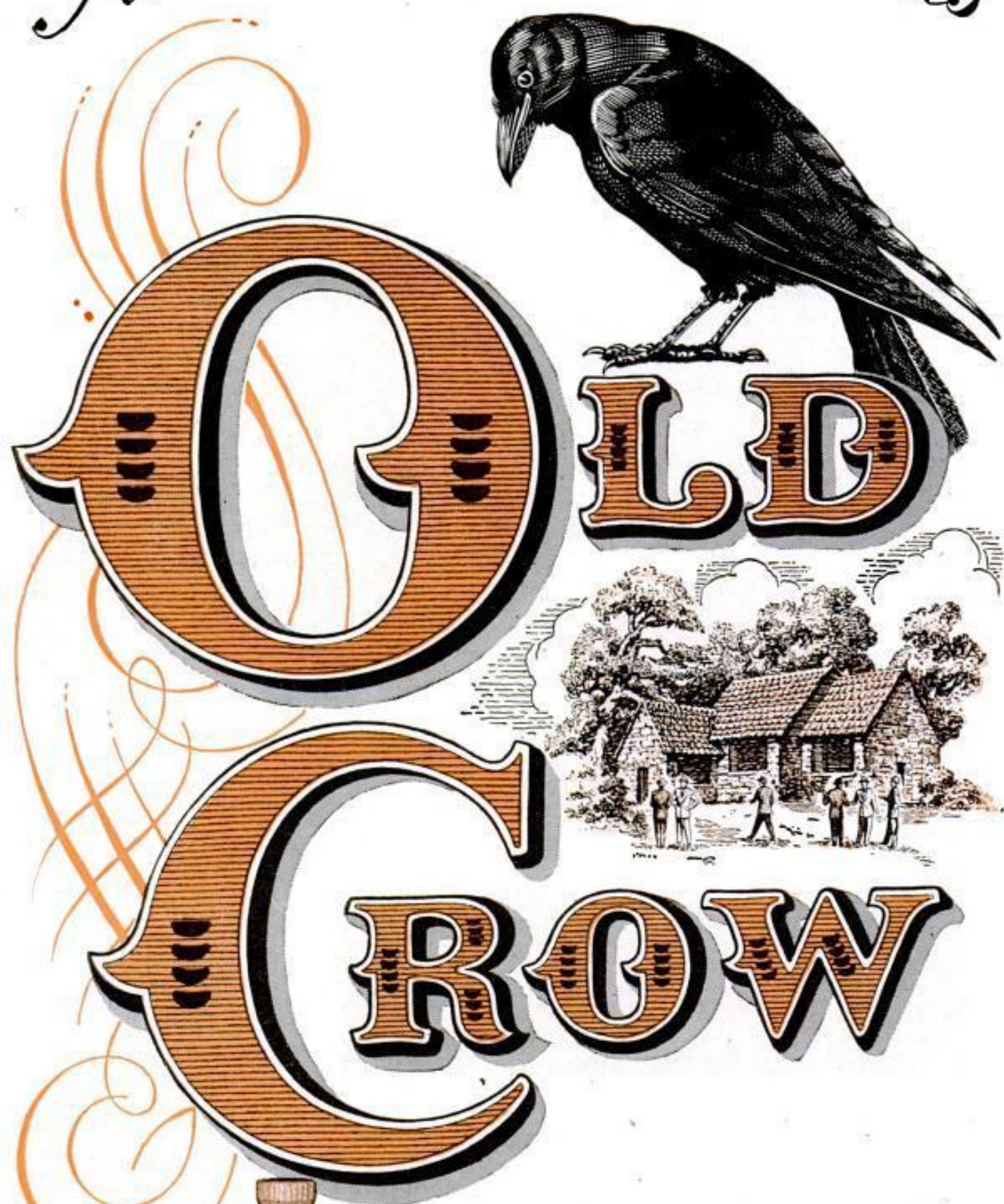
*Installation by experts of RCA's own service organization, the RCA Service Company, is yours when you buy the RCA Victor Television Owner Contract. This optional Contract also covers all charges for antenna and it guarantees you a full year of Eye Witness performance. No other company offers such extensive television service facilities.

†All prices subject to change without notice. Zone 2 prices slightly higher.

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DIVISION OF RADIO CORPORATION OF AMERICA
WORLD LEADER IN RADIO...FIRST IN TELEVISION

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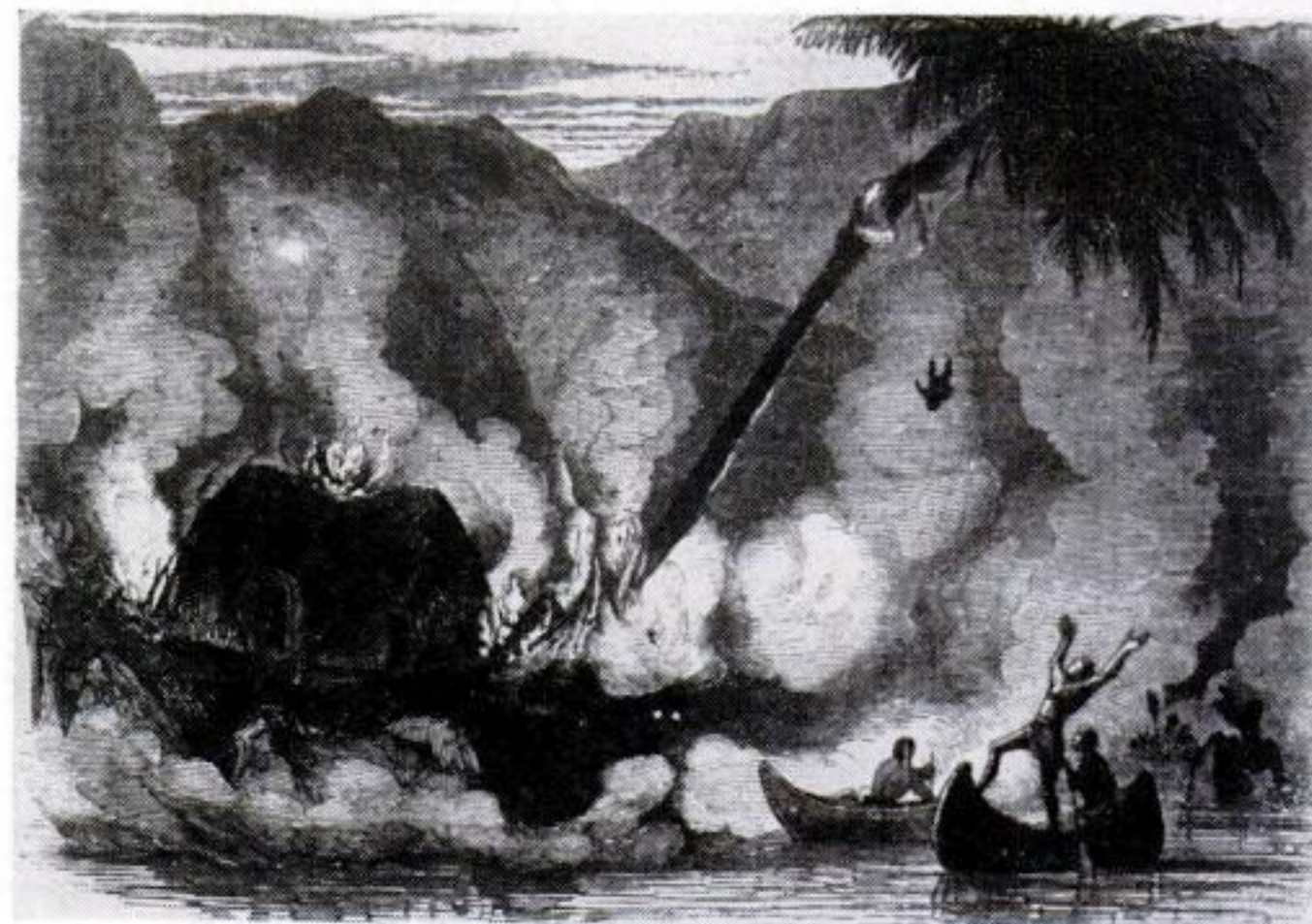
Visitors to the historic Old Crow distillery at Frankfort, Kentucky, are amazed to find the same limestone spring, discovered by founder James Crow a hundred years ago, still being used in distilling this famous brand. Today, as in generations past, Old Crow continues to be the chosen favorite of those who know and appreciate the finest.

KENTUCKY STRAIGHT
BOURBON WHISKEY



100 Proof • National Distillers Products Corporation, New York

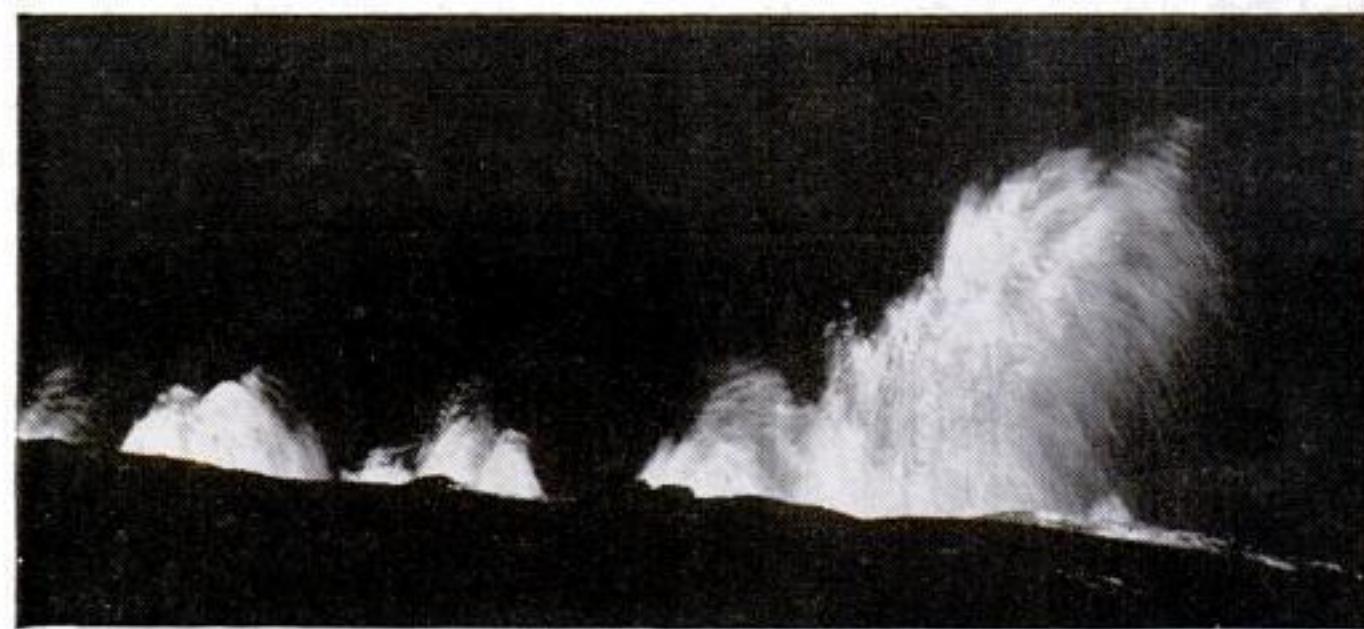
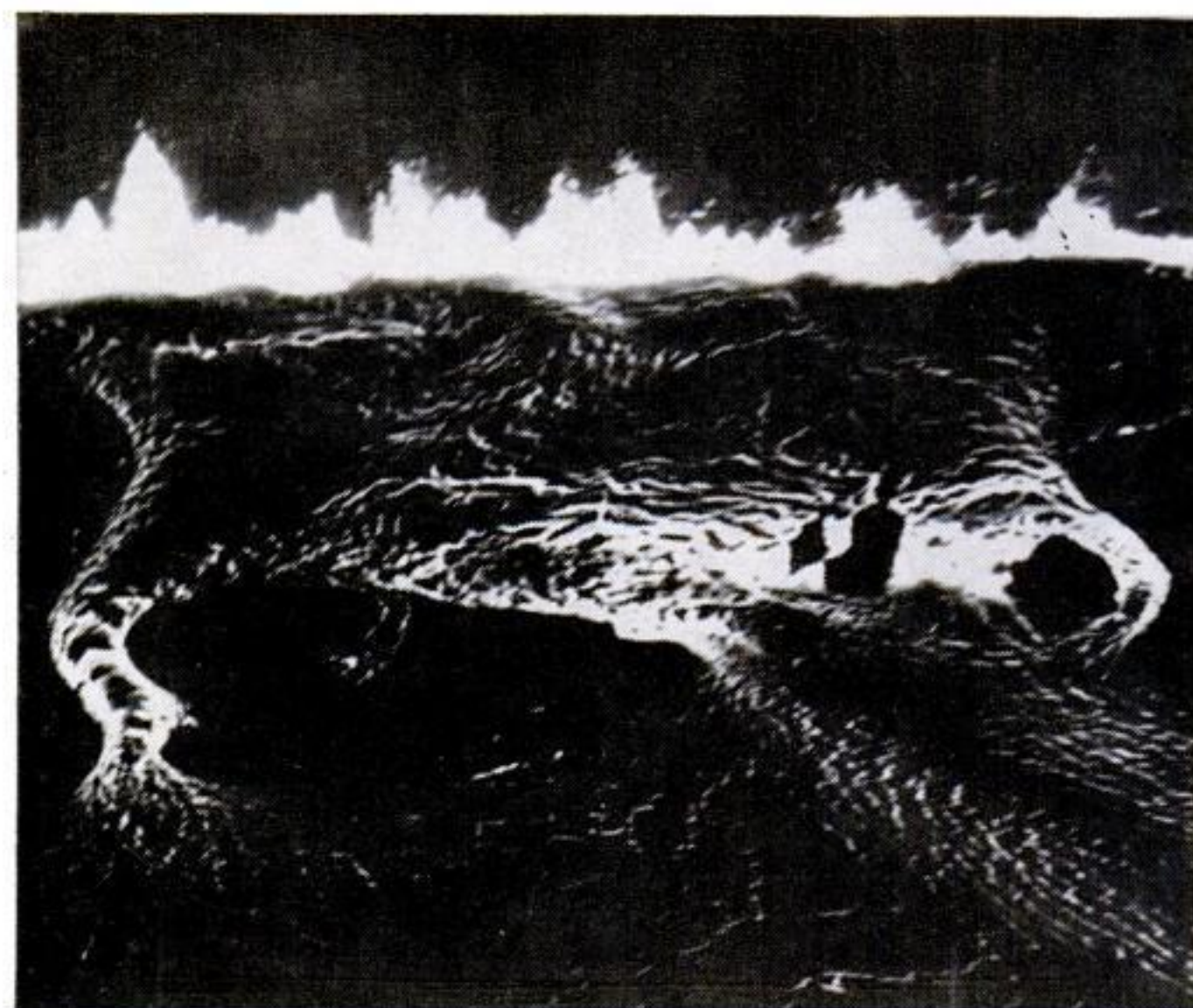
Mauna Loa CONTINUED



OLD PRINT SHOWS HAWAIIAN NATIVES DYING IN THE ERUPTION OF 1859

THE GREAT VOLCANO HAS HAD A LONG AND FIERY HISTORY

Since the Hawaiian Islands were discovered in 1778, travelers have brought back terrifying tales of Mauna Loa's eruptions. In 1855 the volcano began one great outburst which lasted for 450 days. Four years later readers of *Harper's Weekly* were horrified by an account of the eruption of 1859, accompanied by a drawing (above) which purported to show a mother and child, trapped in a palm tree by lava, plunging to death. In April 1942, when the American base at Pearl Harbor was wide open for attack, Mauna Loa erupted and made a blazing beacon which could be seen at night for 200 miles across the water. But before the Japanese could take advantage of this, the great fires died away.



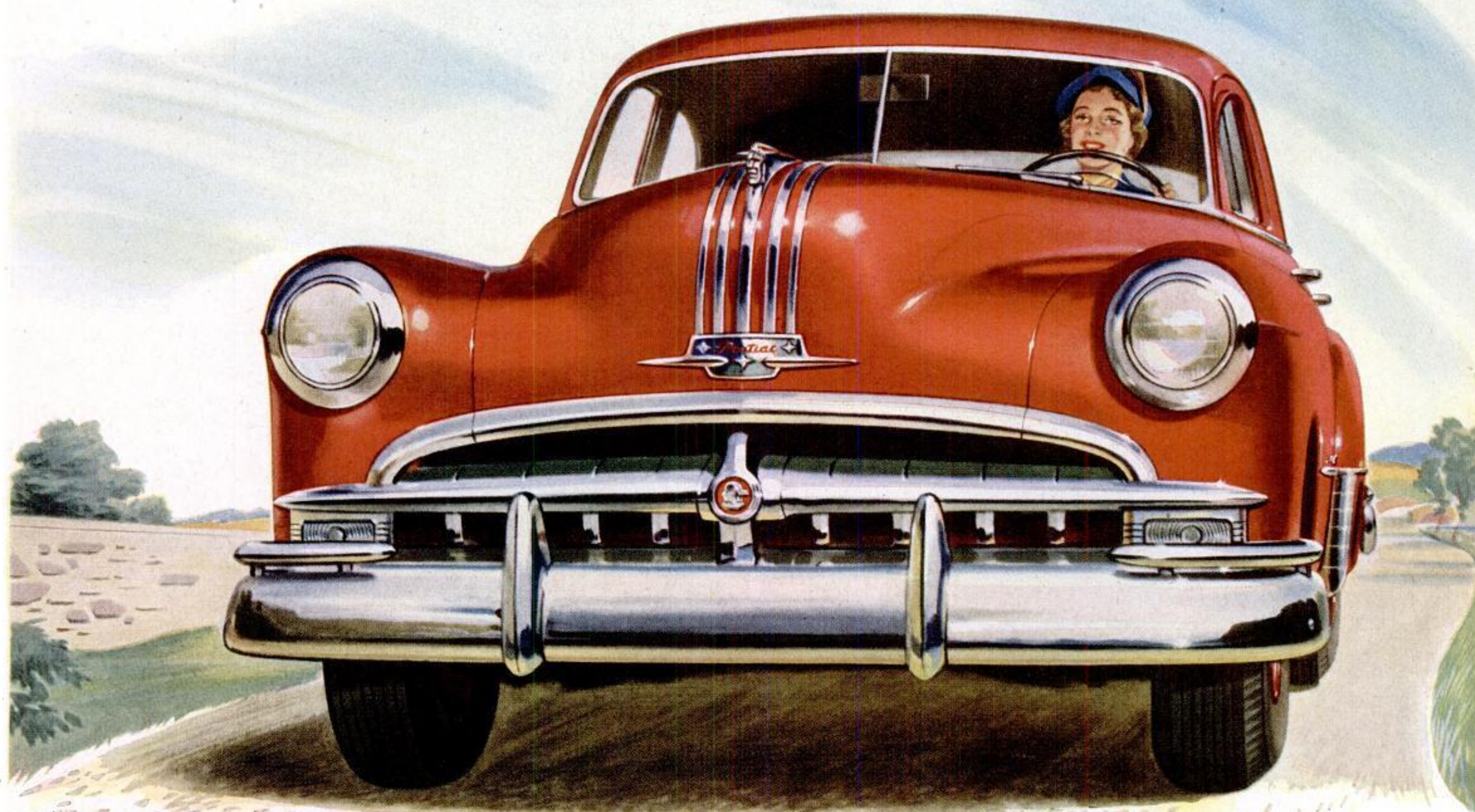
MOLTEN LAVA AT NIGHT lights up rim of the crater. Top picture, taken during 1949 eruption shows series of fountains feeding streams of lava which pour down volcano's side. Lower picture, taken during more destructive eruption of 1935, shows a spectacular fountain soaring hundreds of feet above rim.

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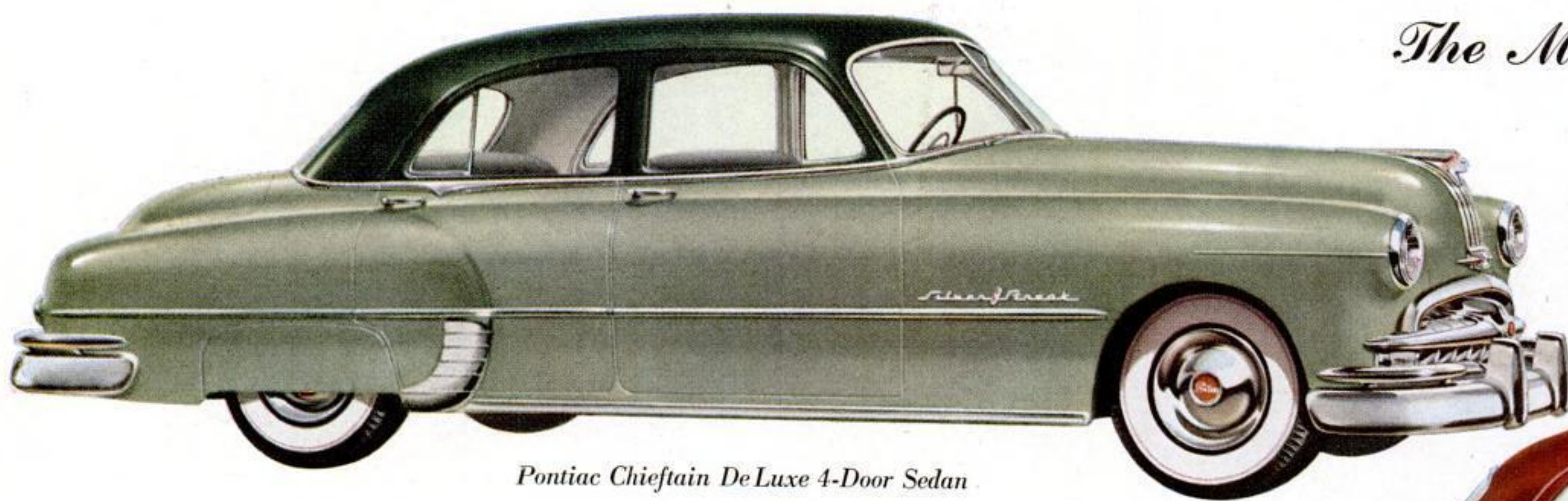
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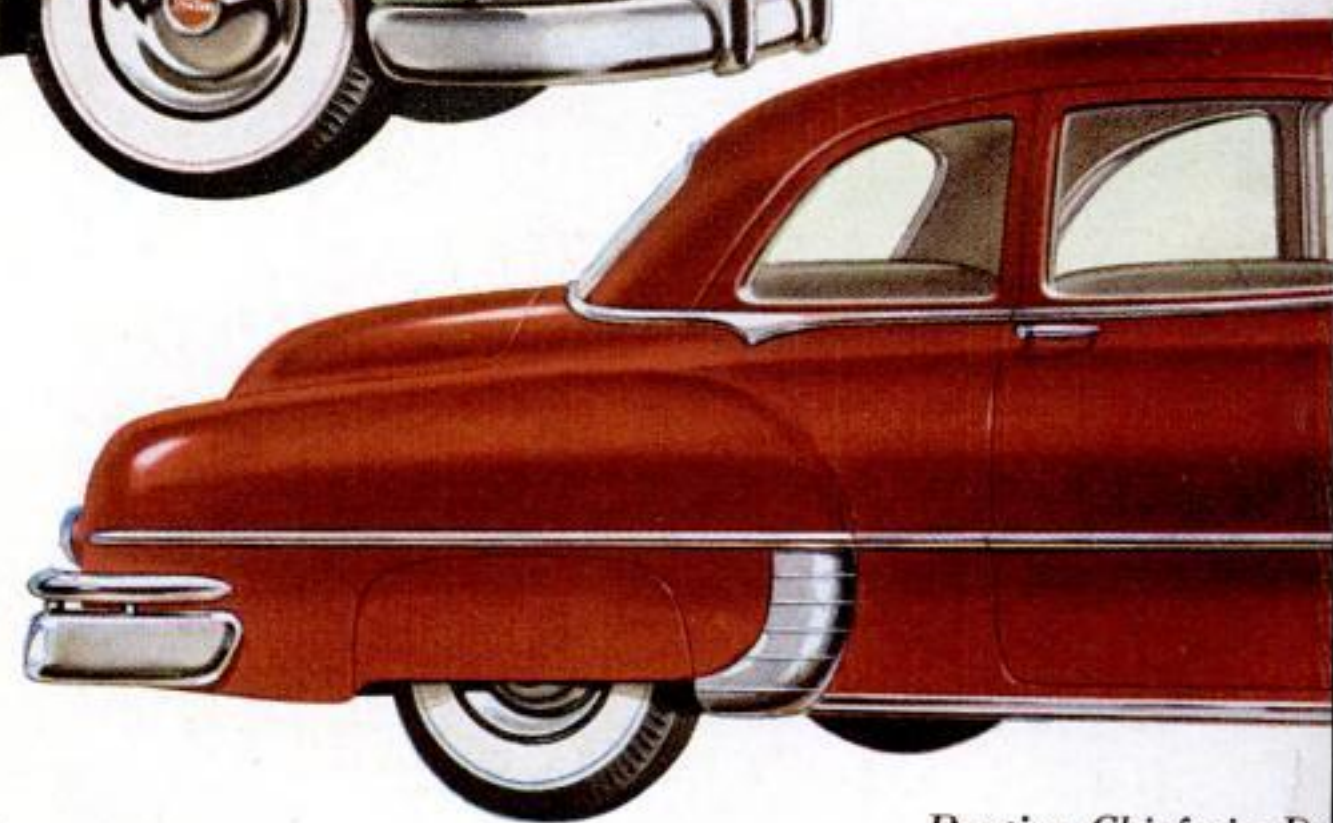
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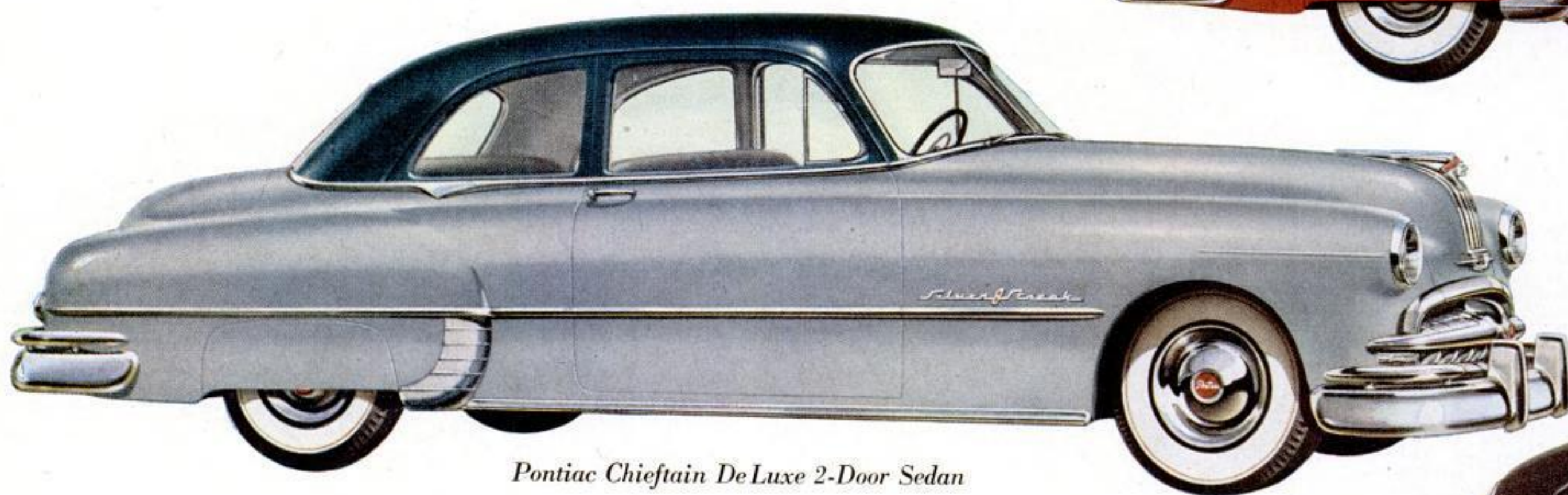
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Pontiac DeLuxe Station Wagon

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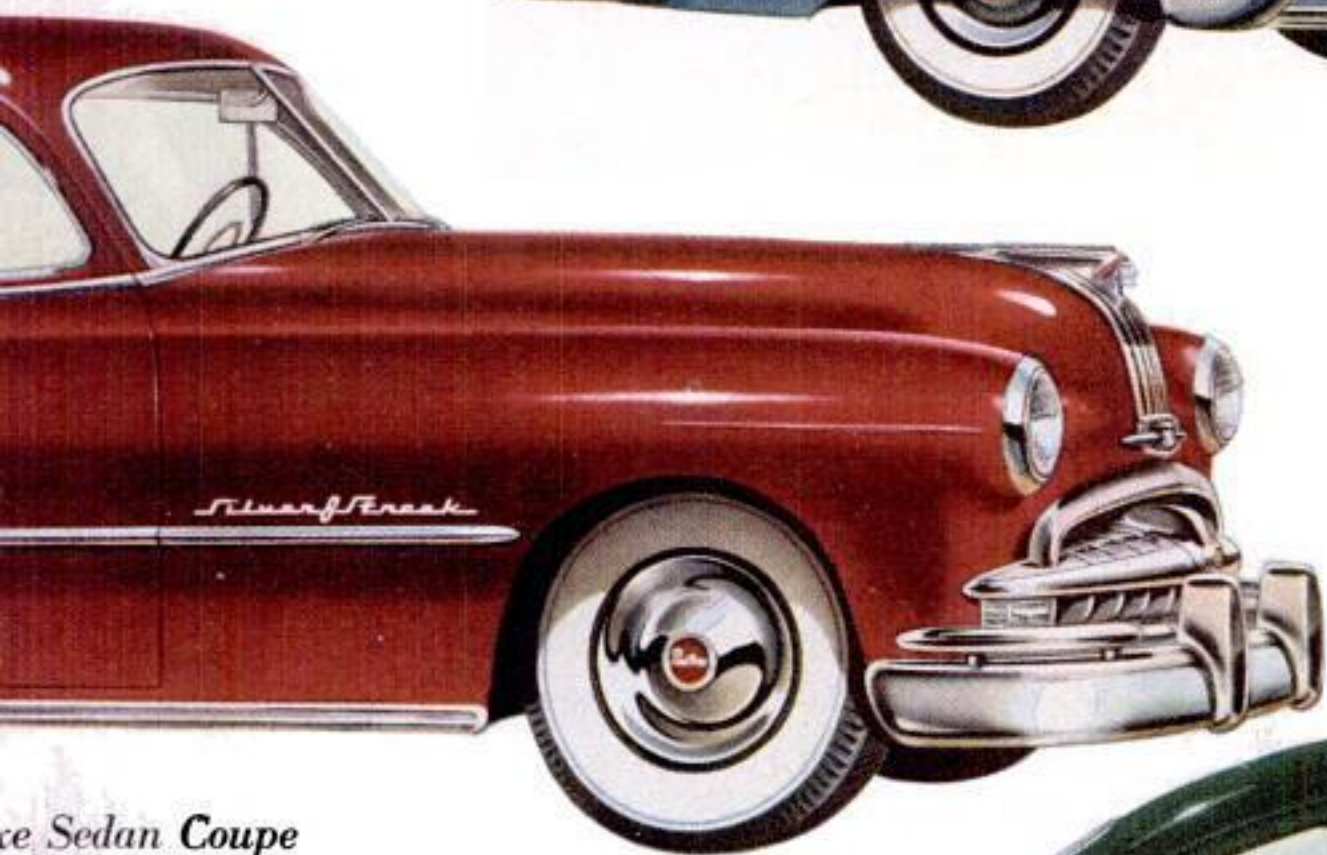
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MUSEUM OF HEALTH

**Mechanical models teach children
the functions of the human body**

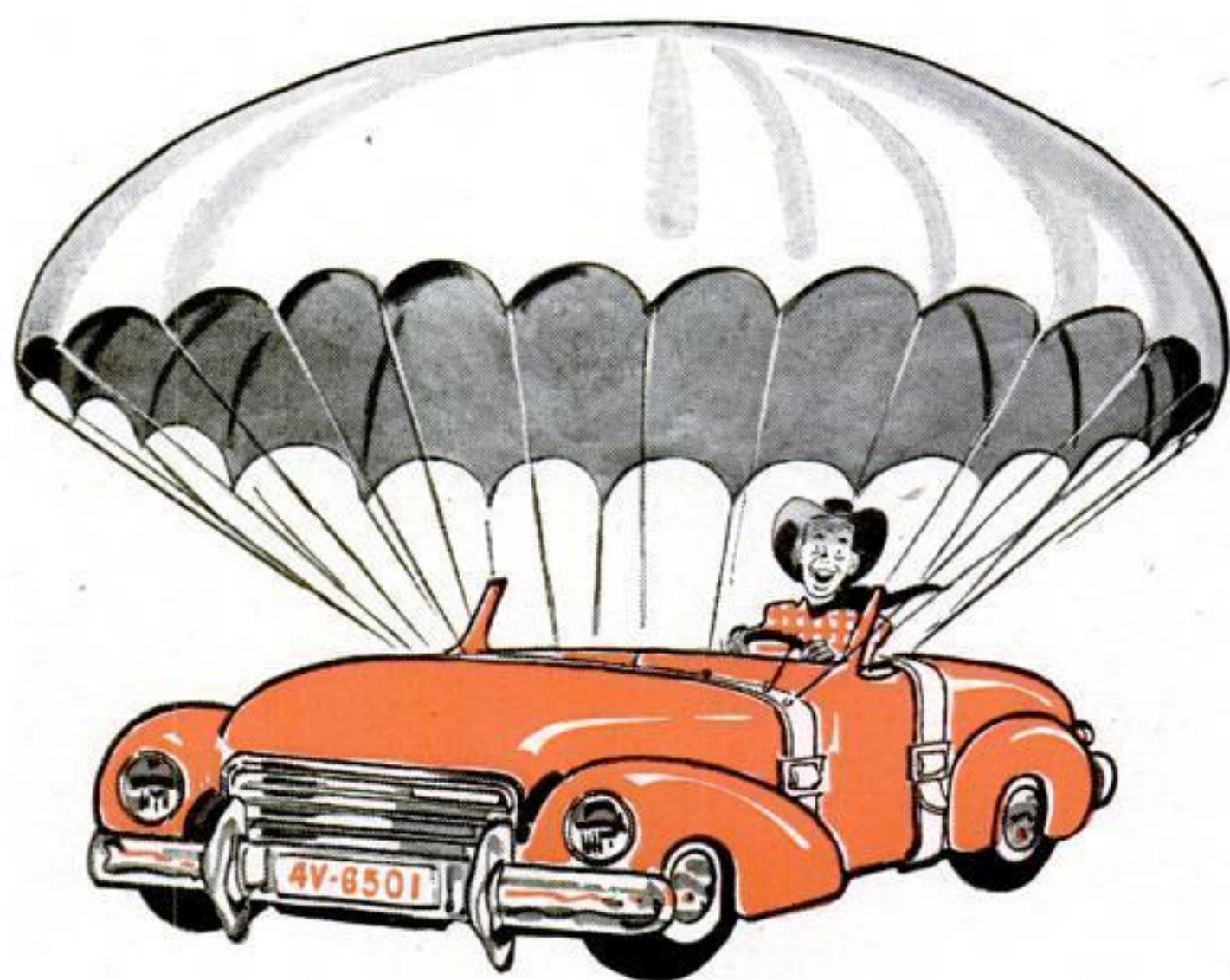
For the youngsters of Dallas, Texas the dull-seeming subject of health has come to life in a shiny new museum which has all the bustle and brightness of a penny arcade. There is not one "Don't Touch" or "Quiet Please" sign in its modern interior. Kids and grownups alike have fun testing their lung capacities, weighing themselves and working mechanized models which explain the sense of balance, show how teeth decay and demonstrate the brain's functions. Here visitors can see things they

had only heard of before. The wonderfully ingenious models succeed as no textbook ever could in introducing people to their own bodies.

Since its beginning in 1946 as a temporary exhibit, the Dallas Health Museum has grown into a permanent institution. Supported by private contributions, it expanded, added new exhibits, arranged weekly classes and radio shows. Now, two years later, it has become an indispensable part of the city's educational and public-health programs.



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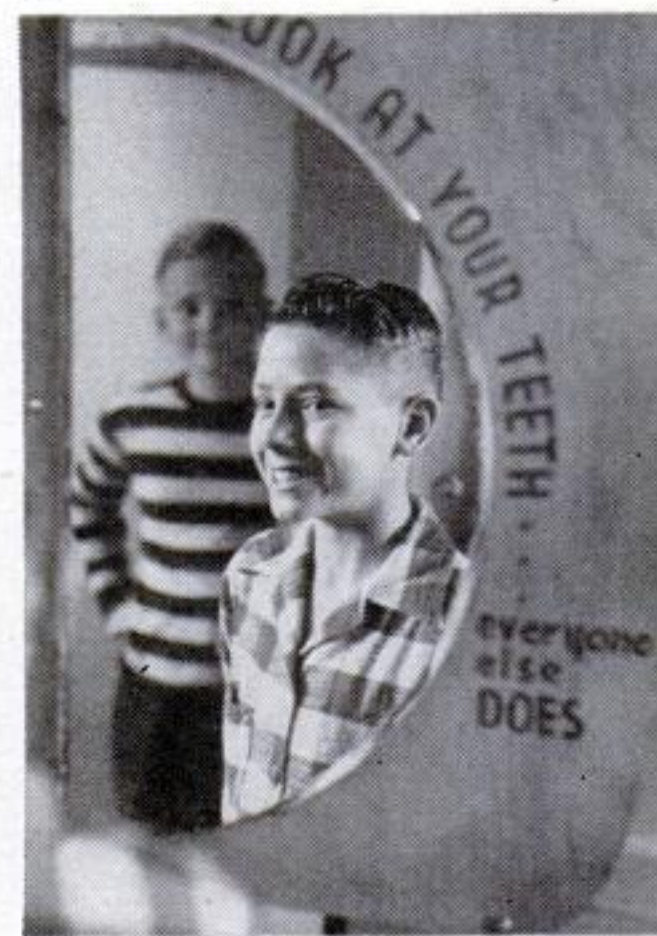
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ENORMOUS EAR shows students how sense of balance works. Ear rocks back and forth while surface of colored liquid in balance center remains level.

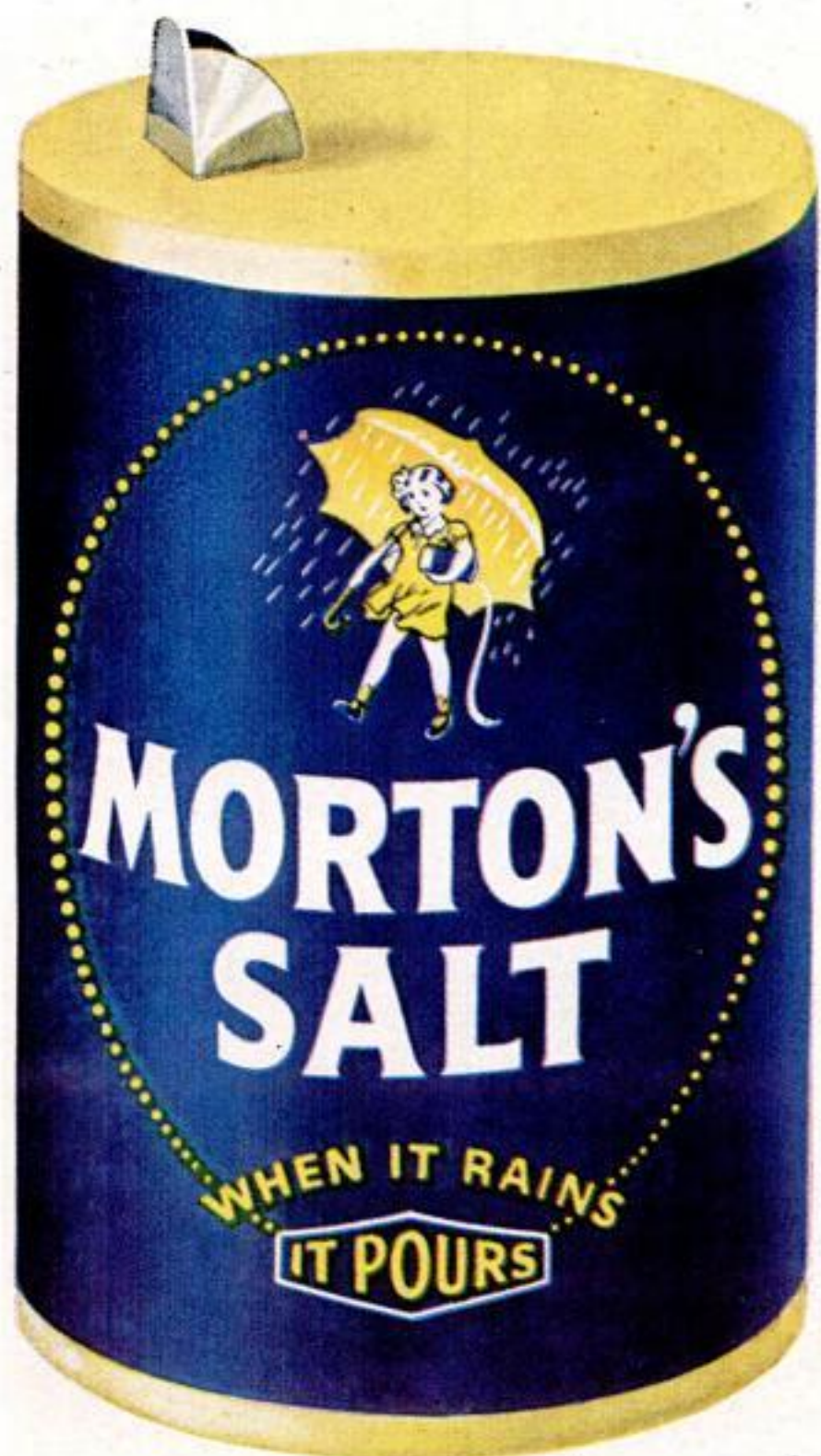
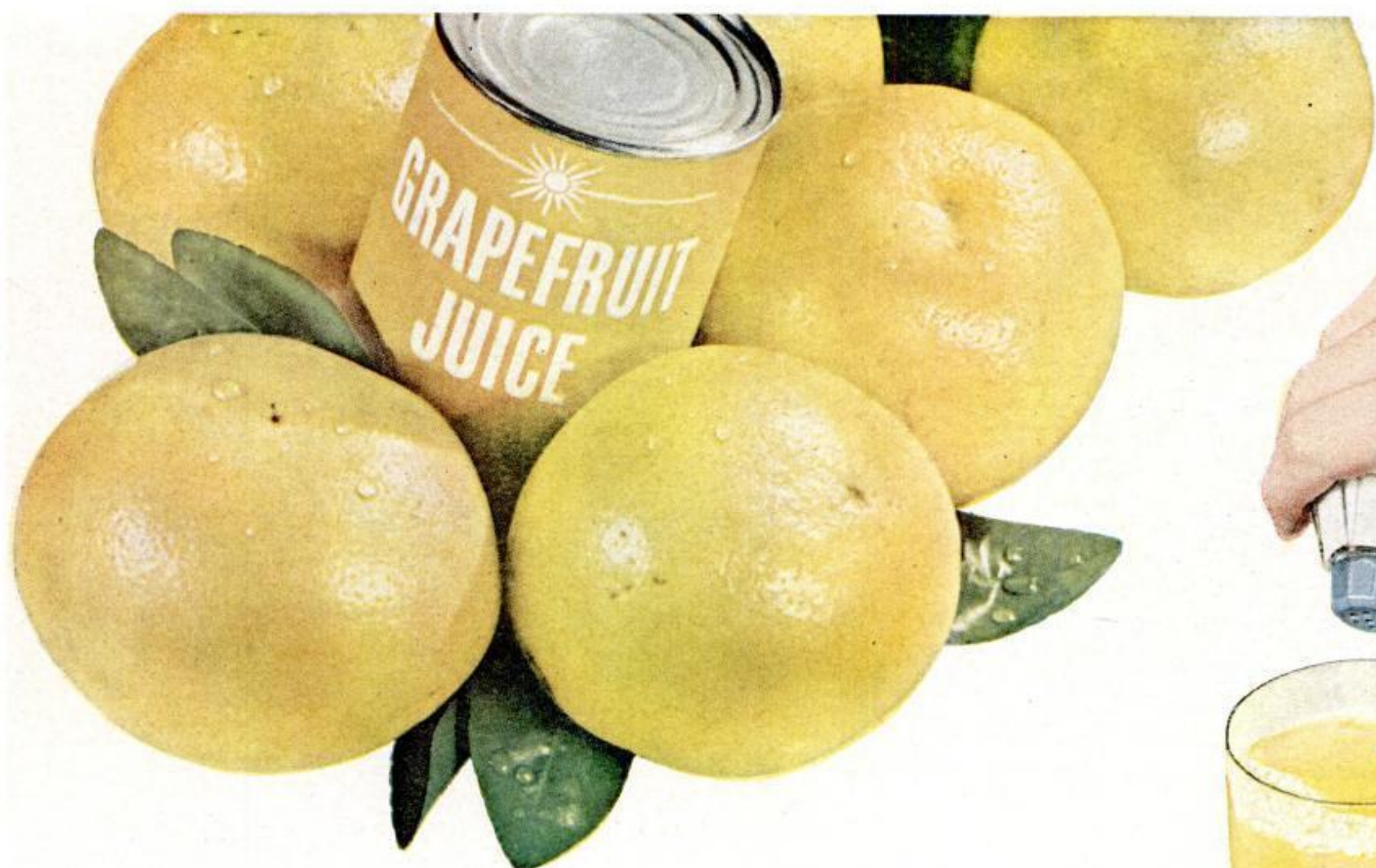


CHILDREN'S TEETH interest them more after they have seen museum's dental display. Here boy and girl check their own dentition for signs of decay.



MODEL SHOP is full of newly painted organs hanging up to dry. Exhibits made here will replace models now on loan from American Museum of Health.

CONTINUED ON PAGE 77



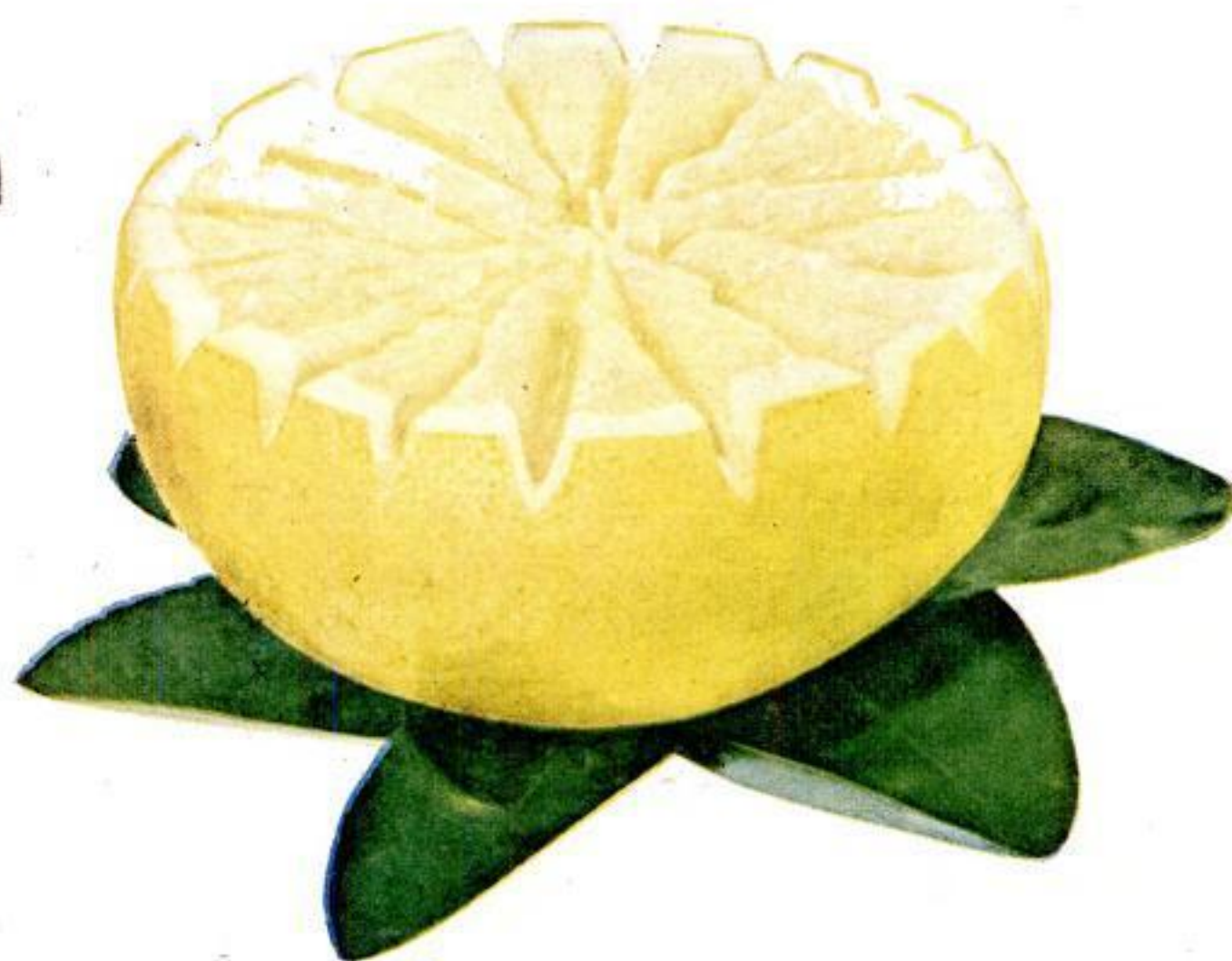
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use Morton's

...it does so much
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Many grocers right now are featuring Morton's Salt with
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DART

PAR

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HOW BABIES ARE BORN, shown in cutaway models, is explained to school-children. Models shock some adults but children are interested or indifferent.



PROGRESS OF LABOR is shown in nine stages. Most of the children knew facts of birth but one girl, puzzled, said, "That's not what my mother told me."



MOMENT OF BIRTH was most interesting part to both boys and girls. One boy, describing birth, said, "It goes from here to here, then, bang! out it pops."



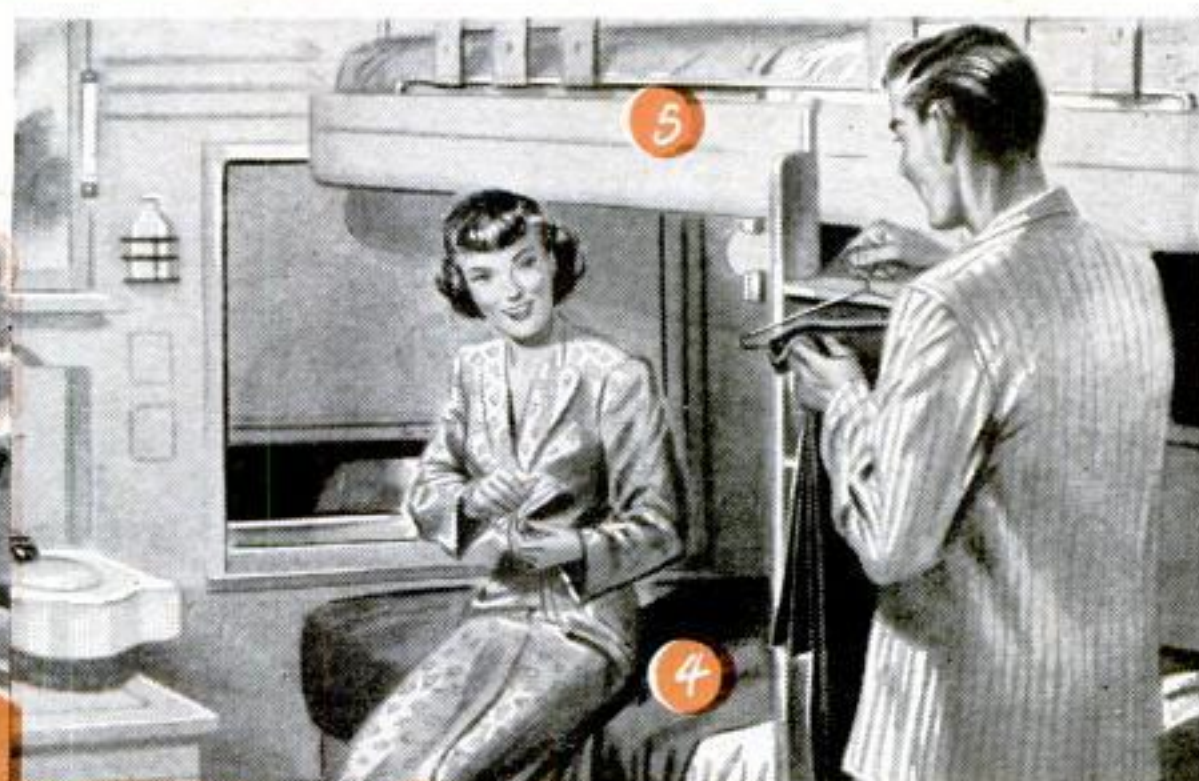
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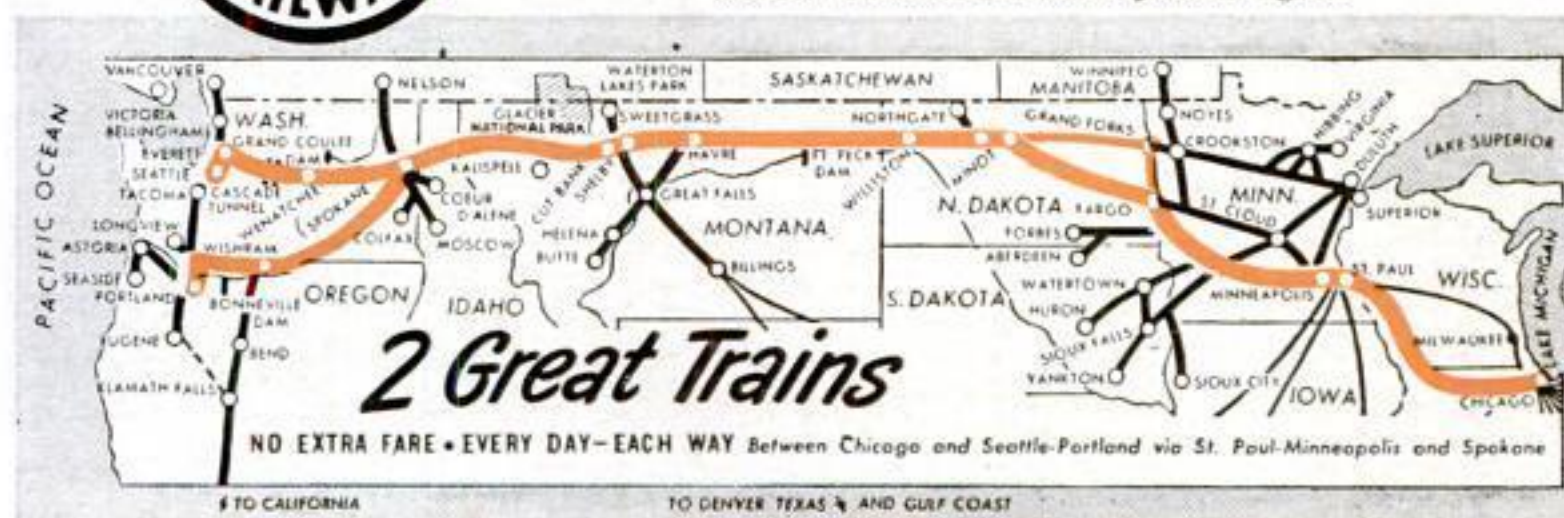


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ELIZABETH TAYLOR, WITH ROBERT TAYLOR LOOKING ON, IS PRESENTED TO QUEEN ELIZABETH OF ENGLAND

Elizabeth Taylor

Now a grownup turning 17, she talks about her acting and romance

By FRANCES LEVISON

A HARDENED film director watched a dark, 16-year-old girl say her lines in a London studio last month. His chair rose on its back legs and his face softened into quiet awe. "Good Lord," he muttered, "have you any idea what an emotional actress of her age is worth?" Millions of dollar signs danced before his eyes. The front legs of the chair jolted back to the floor and he grinned. "And the best of it is, she doesn't know her power. If she did at that age, she'd be unbearable. I've seen them at 16 and less when they know it. And you can't say a word because—there's our meal ticket for the next 20 years."

The meal ticket in question was Elizabeth Taylor, who has glided casually and with almost unnoticed swiftness from ethereal child parts to sultry feminine stardom. With her 17th birthday only a few days away (Feb. 27) she has blossomed forth as a violet-eyed beauty with magnificent deep coloring, a sharp, delicate face framed in heavy dark hair, thick honest brows and curly double eyelashes which are incredibly real. She has a willowy grownup figure (also quite real) and, when acting, a low and vibrant voice edged with tears. Her employers, quickly appreciative, have cast her in four films in a year, officially dubbed her a star and given her a salary of \$1,000 a week. Right now Elizabeth is in England, starring as the wife of Robert Taylor (no relation) in M-G-M's chilling *Conspirator*.

It is difficult to know where Elizabeth gets her sultry screen personality because off stage she is remarkable for her amiability and ingenuousness. She is a bland, not particularly knowledgeable girl who talks in a high shallow voice, has a tendency to squeal when pleased and thinks any number of things are "just wonderful." These include snow for Christmas, ice-cream sundaes, Mervyn Le-Roy (who directed her in *Little Women* last summer), chipmunks, fast cars, the ocean and her fiancé, Army's ex-football ace Glenn Davis. As movie-struck as a glamour-starved farm girl, she reads movie fan magazines

avidly. "I know they're full of baloney. They make up things about everybody, even me. Say I was out holding hands with people I've never even met. But I still read every one I can scrape up." She puts on no airs whatsoever and is truly liked by many friends and studio workers as well. Her current director, Victor Saville, delighted with her pleasant temper and excellent manners, testifies, "She's a sweet good sort. She could be my daughter."

It is something of a phenomenon to watch this "sweet good girl" play emotional scenes in *Conspirator*. She strolls out of the little studio schoolroom, which she must attend, and on to the set with a calm adaptability for which studio executives and technicians alike utter silent thanks. She changes before the camera, her eyes widen and her heavy lashes quiver expressively, her voice lowers. With subdued passion she falls into Robert Taylor's arms. Actually Elizabeth doesn't think a movie kiss interesting enough for comment, but after one session Taylor himself grinned, "The only thing I've had to teach her was to powder down her lips. They told her to kiss," he paused appreciatively, "and she kissed!"

Elizabeth herself cannot analyze her art. "Usually it isn't at all hard to get a character. It's either one thing or another. Mostly I just read my lines through three times at night and then I go to sleep like a log and don't think about anything. I don't sit down and figure should I do this gesture or should I do that. I know it sounds funny for me to say but it just seems easy, that's all." She was told when she made a test for the part of Queen Elizabeth in *Young Bess* that her voice was too high. She lowered it at once and has kept it low ever since. But beyond that she can't remember ever learning anything about acting. Saville himself admits, "I'm always puzzling about Elizabeth's ability. Somewhere she has acquired complete repose in her work, and she shows amazing



ADULT PASSIONS mark Elizabeth's face in spirited scene with Robert Taylor from her new picture.

CONTINUED ON PAGE 81



IN A DECOLLETE SILK EVENING DRESS ELIZABETH TAYLOR SITS FOR PHOTOGRAPHER PHILIPPE HALSMAN. THE FORMER CHILD STAR WILL BE 17 NEXT WEEK



"AN EVENING OF BOWLING," by Douglass Crockwell. Number 26 in the series "Home Life in America," by noted American illustrators.

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For beer and ale are the kinds of beverages Americans like. They belong—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy them, this too belongs—to our own American heritage of personal freedom.



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NOBLE RED MAN

A sweet little old lady, visiting an Indian reservation, approached a young Apache lounging outside his cabin.

"White lady glad to see-um red man," she said.

The Indian stared at her.

"White lady interested in red man's customs," she added. "White lady want-um to know if red man still eat buffalo meat for breakfast?"

The Indian grinned. "Sister," he said, "you fracture me. Personally I never touch anything for breakfast but that super-duper hot cereal—Grape-Nuts Wheat-Meal."

(ADVT.)

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POPCORN
for winter nights

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A GOOD POINT TO REMEMBER!

SAF-T-HED
THUMB TACK



GUARANTEE! PIN CAN'T PASS THROUGH THE HEAD

ELIZABETH TAYLOR CONTINUED

clarity, boldness and timing. No matter what she says, she must brood about her parts and feel them emotionally. She often moves me when she plays a scene and I'm sure it can't be accidental."

There have been no severe struggles in Elizabeth's life to account for her apparent depth of emotion. She is very like an agreeable young princess to whom nice things happen easily and without effort. She did have something of a tough time as a girl of 7 when, transplanted to California from her native England, she annoyed her American schoolmates with her British accent. For a few weeks they mocked her with nonsensical sentences like "I cawnt take a bawth on the grawss with the banawnas." Elizabeth promptly altered her a's to an almost Texan extreme and sounds today like a native of the South, where she has never lived.

She also had a little trouble a few years later with her father, a well-off art dealer who did not want his 9-year-old daughter to go into the movies. But the joint coaxing of M-G-M and Mrs. Taylor, who once had been an actress herself, won over the father; Elizabeth played first in a Lassie film in 1942, shot to fame in 1944 in *National Velvet*.

Even love came without trouble to Elizabeth. One bright Sunday afternoon last July friends brought Lieut. Glenn Davis, who had just been graduated from West Point, to the Taylor home at Malibu Beach. Mrs. Taylor saw Davis first. "When I saw that frank, wonderful face," she says, "I thought, this is the boy! I felt such a sense of relief. My worries were over." Elizabeth, playing touch football down on the beach, reacted too. "I looked up on the porch and I thought, O ye gods, no! As soon as I was introduced, I grabbed Glenn for our side. He didn't try to run fast or anything. He was so wonderful."

Glenn came out to visit several more Sundays. Soon he came for whole weekends. Elizabeth is reticent about their courtship. "You feel funny telling. It's something you like to keep just with a person. Anyway, what do two people in love usually talk about—politics?" Just before he left for Korea in September, Glenn gave Elizabeth his little gold Army football, his All-America sweater, and he asked her to marry him after he returned in two years. The pair dreamily hope that after they do marry they will live on a ranch and Elizabeth can run up to Hollywood to do about one picture a year.

For the time being, at any rate, Glenn has crowded out other men for Elizabeth. At the recent Royal Command Performance in London she was introduced to tall, blond, young Prince Philip, husband of Princess Elizabeth. Unimpressed, she said, "English girls think he's so good looking and made such a fuss. I guess our standards are just different." She knows Hollywood too well to be taken in by attractive male stars, and dismisses them with a certain sound sense, "Most of the actors you see, you think, 'O their poor wives.' I'd hate it to be like that. Not, of course, Bob Taylor. He's not like most stars."

Despite the fact that she grew up on movie sets, Elizabeth has been astonishingly sheltered. Friends suspect that she endures authority with a modicum of grace because she knows that time will end the careful guard kept over her. Her doting mother Sara spends all her days on the set as she thinks Elizabeth is still too young to be left alone and unprotected. Although they have given her a Cadillac of her own, Elizabeth's parents have quietly maneuvered to prevent her from learning to drive and obtaining a license.

In growing up Elizabeth has lost the wistful, ethereal qualities of her endearing Velvet. But other attributes have been added, and moviegoers of a new age group, and for very different reasons, will be feeling the impact of Elizabeth Taylor. For many, however, it will come as a disturbing experience to watch the youngster who has scarcely climbed down off the champion horse Pi tearing herself out of Robert Taylor's passionate embrace saying boldly and throatily, "I've been trying to decide if I really love you or I'm just obsessed by you."

Elizabeth is young enough to go on starring for several decades. "The only danger is," says Director Saville, "when she is a really accomplished young woman of 32, fit to play top dramatic heroines, the public is bound to exclaim, 'Elizabeth Taylor? I remember her when she was playing Robert Taylor's wife. She must be at least 50.'"



ELIZABETH'S LOVE LIFE is composed of corresponding with her fiancé Glenn Davis, who gave her his picture, sweater, gold Army football, "A" pin.

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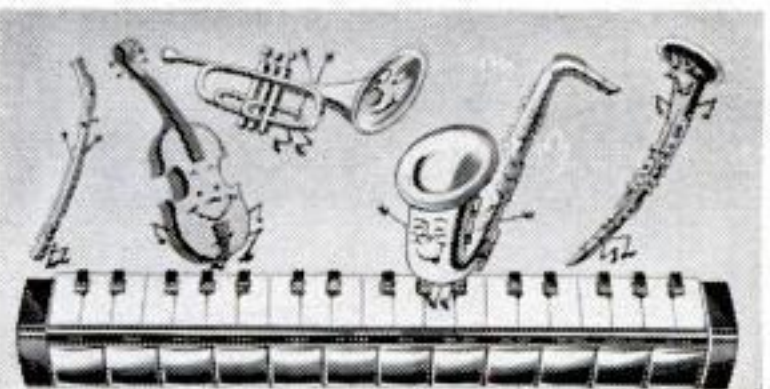
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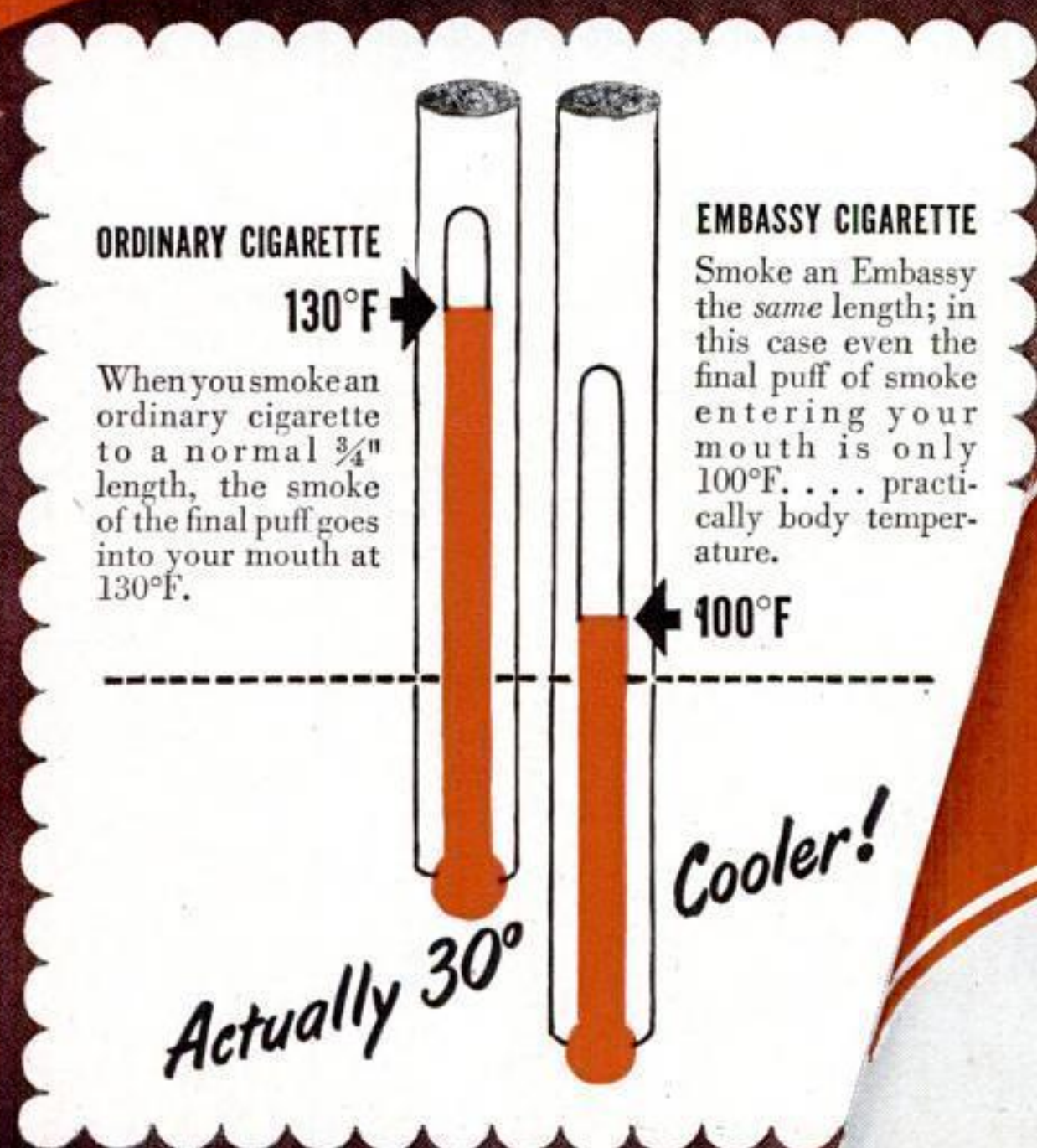
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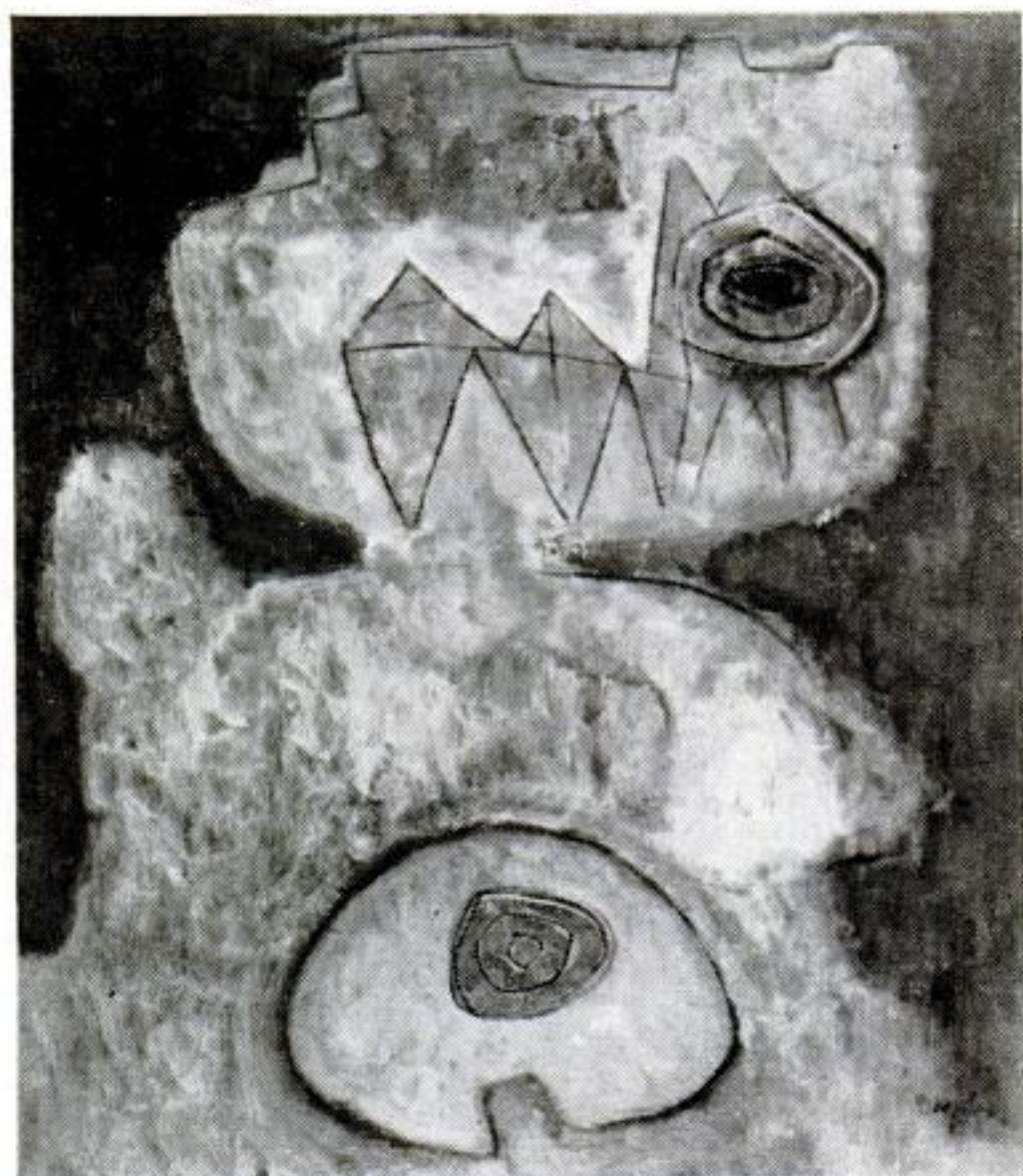


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Fallen Angel by PAUL BURLIN



Dwarf by WILLIAM BAZIOTES



Unequal Combat by GEORGE L. K. MORRIS

Revolt in Boston

SHOOTIN' RESUMES IN THE ART WORLD

The U.S. art world is full of temperamental people who have been wrangling for years over whether modern American paintings like those at left are works of art or unintelligible nonsense. Some find them fascinating experiments in design and in portraying man's subconscious life. To others these "modern" experiments are not modern at all, but are imitations of contemporary European schools. By their imitativeness they have diverted modern art into a silly and secretive fadism. The lid blew off the wranglings last year when Boston's Institute of Modern Art decided it could stomach the word "modern" no longer. It changed its name to the Institute of Contemporary Art and uncorked a bristling manifesto telling why:

"Modern" art failed to speak clearly . . . there emerged a general cult of bewilderment. . . . Once the gap between artist and public was widened sufficiently, it became an attractive playground for double-talk, opportunism and chicanery at the public expense.

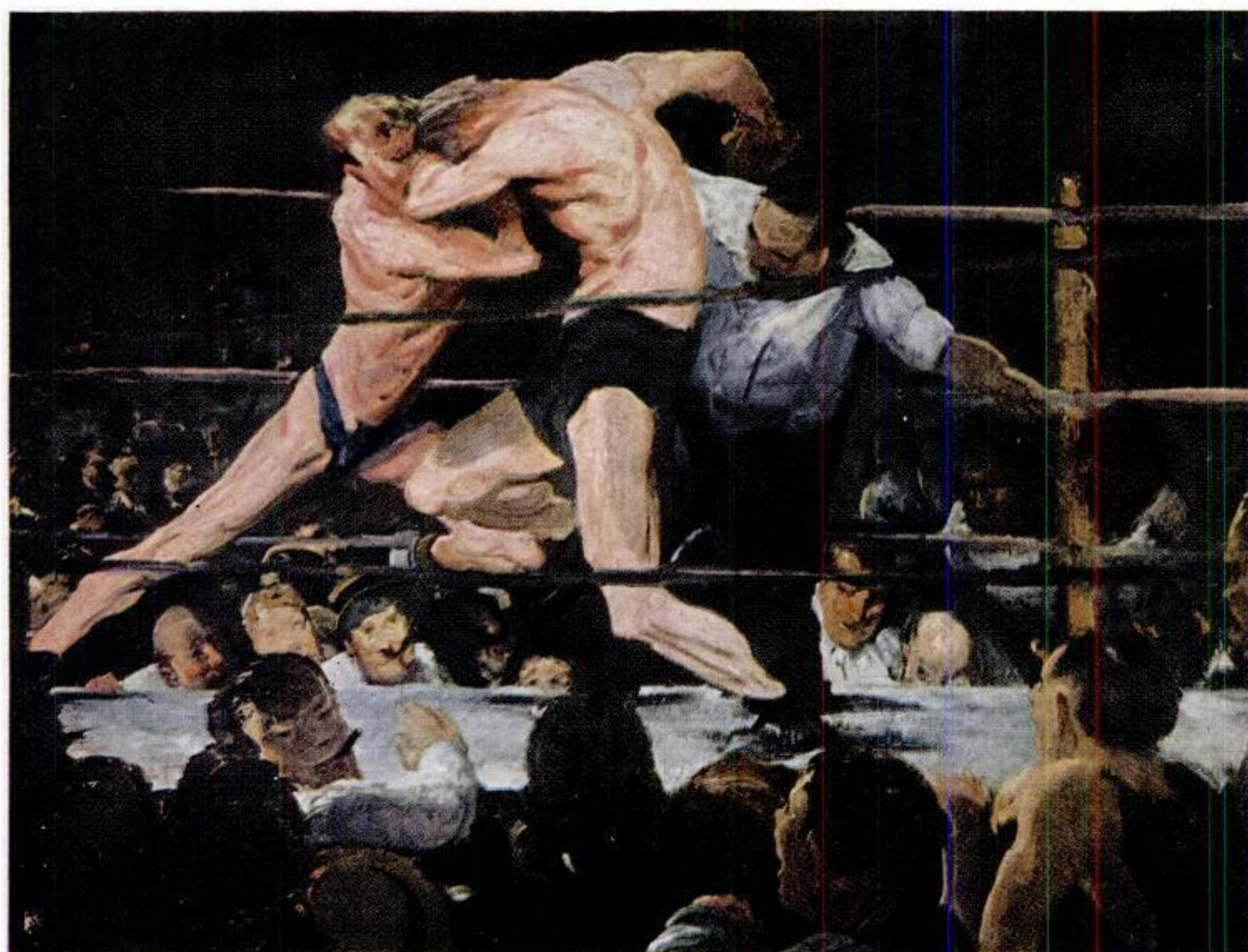
Though many artists and connoisseurs deplored the Institute's strong language, they agreed with the thought behind it. Critic Emily Genauer hailed the stand as the first victory in the fight against irresponsibility in art. Francis Taylor, director of New York's Metropolitan Museum, solemnly likened the modern artist to "a flat-chested pelican, strutting upon the intellectual wastelands." "Moderns" were outraged by the turn of events. "Kiss-mummy pictures are no longer acceptable," cried Paul Burlin who painted *Fallen Angel* (top left). George L. K. Morris, who did the horned abstraction (lower left), polished off the critics as writers of unsubstantiated "tip-sheets" for the public." Finally New York's Museum of Modern Art, citadel of modernism and proud owner of the *Dwarf* (left, center), flung out a countermanifesto of its own:

We detest the policy of the totalitarian state. . . . We would be seriously remiss in our duty . . . were we not willing to stand against the intimidation of progressive artists through pressure of invective and ridicule. . . . The word "modern" is valuable. . . .

Neither the Boston Institute, however, nor anyone else wanted anything like a totalitarian state. It was proposing, in fact, that artists break away from the totalitarian formulas of diehard abstractionists and assert themselves as individuals. So it assembled an exhibition to show the main trends in U.S. art of this century which they believe are chiefly rooted in native traditions that are romantic or realistic. Beginning on the opposite page, *LIFE* reproduces highlights of the Institute's exhibit which, now on view in Boston, may be the storm center of more battles to come.



McSorley's Bar by JOHN SLOAN



Stag at Sharkey's by GEORGE BELLOWS

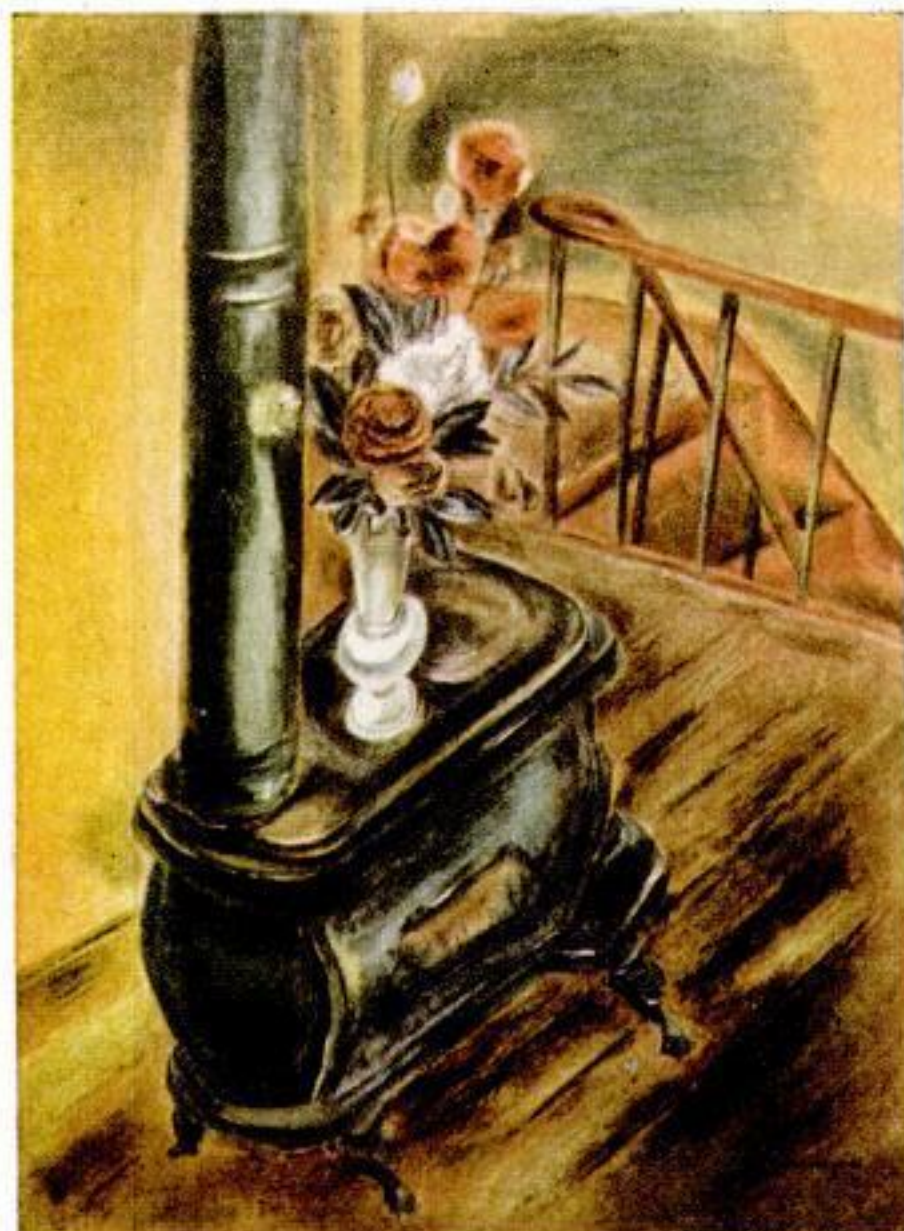
ASHCAN

The course of American art in this century begins with the bold realism revealed in this famous painting of New York City's oldest saloon. The picture is considered conventional today, but when John Sloan painted it in 1912, it was downright revolutionary. Sloan was one of the eight original leaders of the so-called Ashcan artists who revolted against the sweet and plush styles of the 1890s and did earthy scenes of U.S. street life and back lots.

TOUGH GUY

Where Sloan painted realistic scenes in a subdued and reportorial way, George Bellows, last of the Ashcan school, filled his scenes with romantic zest and excitement. Inspired by the convulsive din of sporting arenas and tumultuous places like Tom Sharkey's Athletic Club in New York, he glorified the American tough guy. He himself was tough, a 6-footer and had been an all-around athlete at Ohio State University. Though a European art education was thought essential in his day, Bellows refused to study painting in Europe so as to keep his art entirely American.

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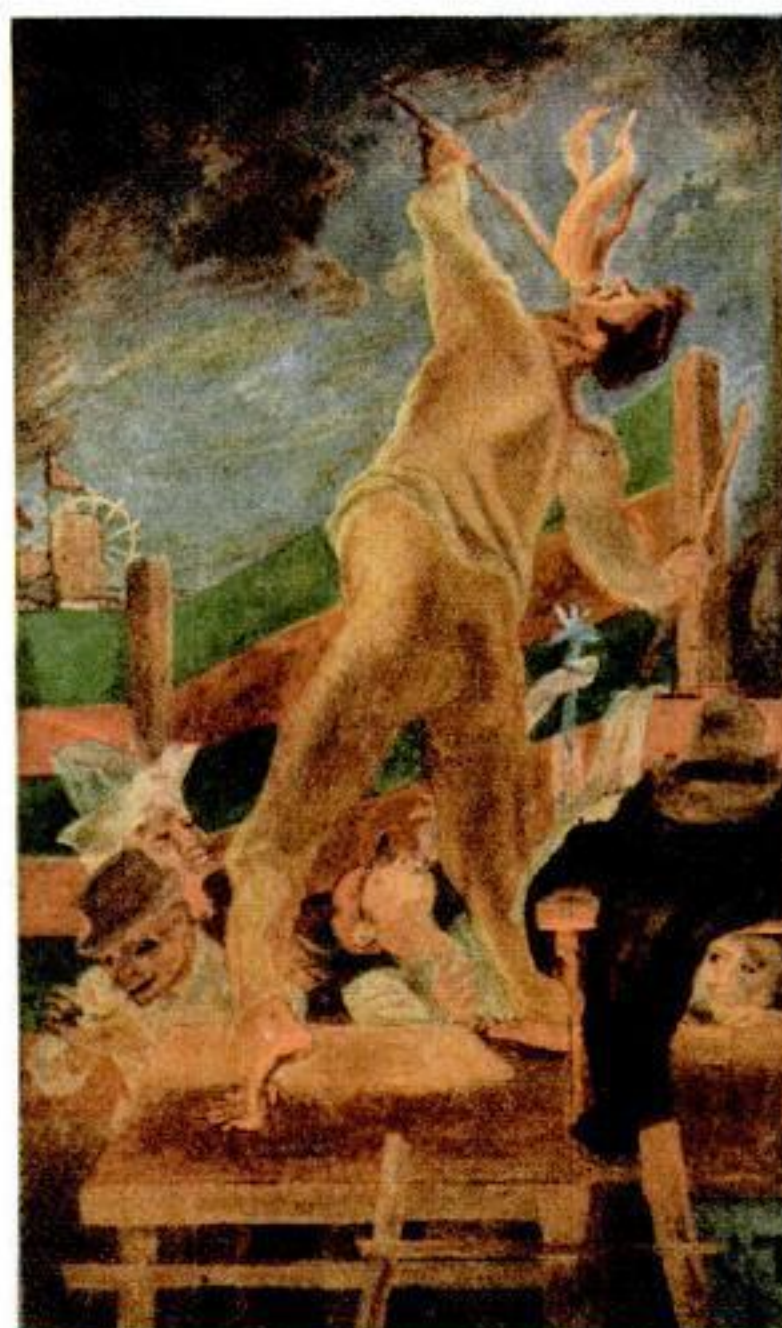
Bouquet and Stove by KUNIYOSHI

POETRY

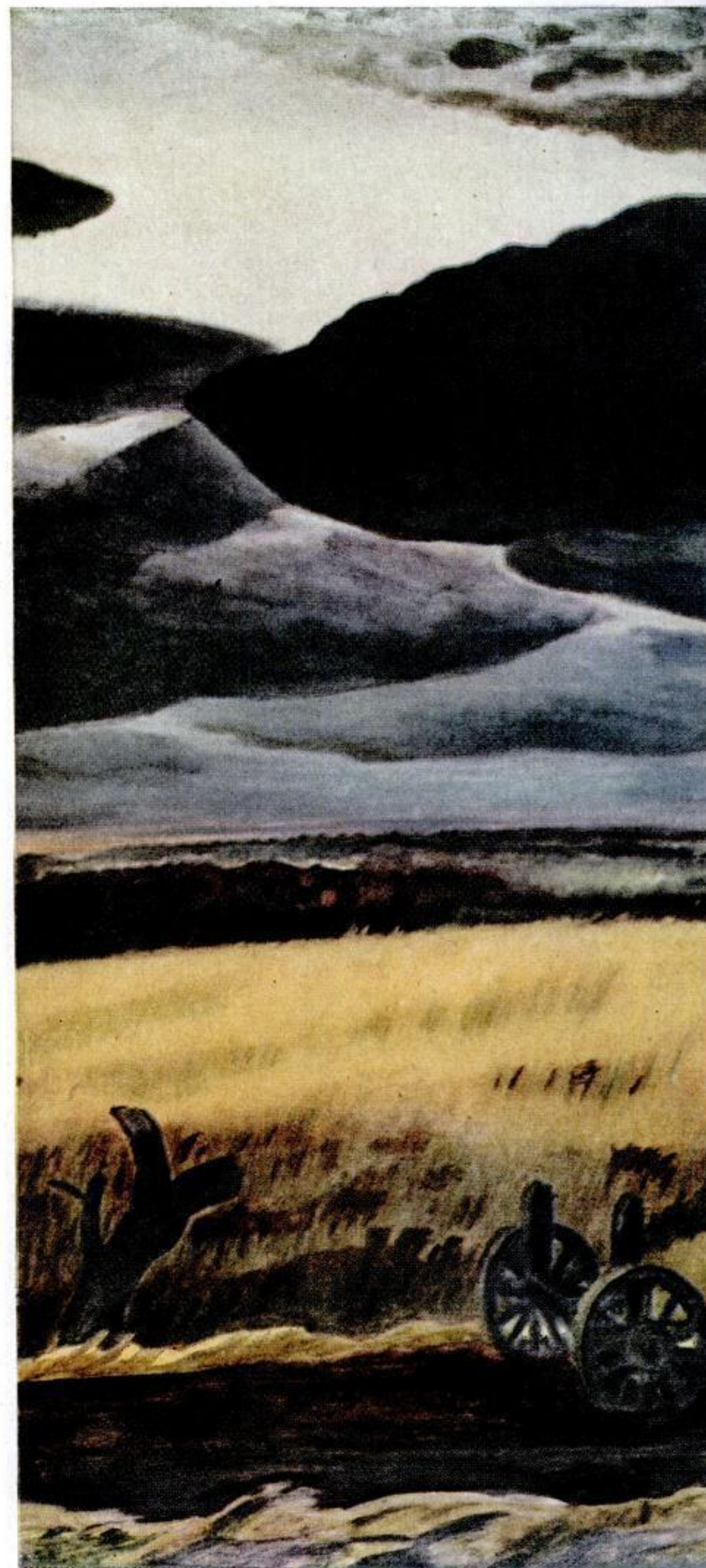
The Boston Institute chose the engaging painting at left because it makes a unique contribution to the American romantic tradition. A mixture of cool Oriental mood and delicate French design, it transforms a farmer's sooty chunk stove into a poetical object. The man who painted it, Yasuo Kuniyoshi, was born in Japan. He came to the U.S. in 1906 at the age of 13, and after working on the West Coast as a hotel porter, a fruit-picker and an engine swabber, arrived in New York to study art. Impressed by the revolutionary "modern" styles from Europe which burst full-blown over the U.S. after the Armory Show in 1913, he experimented with abstractions and made two excursions to Europe. Out of these experiences he developed his peculiarly individual style. He first paints his subject realistically, then repaints without the model in order to give his imagination free rein.

DRAMA

This picture of a fire-eater swallowing a torch of flame is painted in the grand and dramatic manner that appears now and then to enliven U.S. art. It is done with deliberate and vigorous exaggerations, much as if the artist were spinning a good tall story, and it suggests the vivid and imaginative American folklore of the legends of Paul Bunyan. In fact Franklin Watkins painted it entirely from his imagination after hearing a conversation among his fellow students who had just seen a fire-eater on a Philadelphia street corner. Watkins has spent most of his life in Philadelphia studying or teaching at the Pennsylvania Academy of Fine Arts, was an unknown until 1931 when he won first prize at Pittsburgh's Carnegie Exhibit, a feat he nearly repeated in 1945 when he took third place. *The Fire-Eater*, in great demand for foreign shows, has been exhibited in Paris, Vienna and South America.



Fire-eater by WATKINS



MOOD

The striking and nostalgic way that Charles Burchfield paints the sweeping plains and false-fronted houses of his native Ohio (*above*) is squarely in the romantic vein of U.S. art. His work, which first appeared in the late 20s, helped to precipitate a decade of sporadic revolt against the new experimental isms from abroad. The Boston Institute compares Burchfield to another Ohioan, Author Sherwood Anderson, both of whom see something "awesome in the commonplace," something "exalted in the drab."

SATIRE

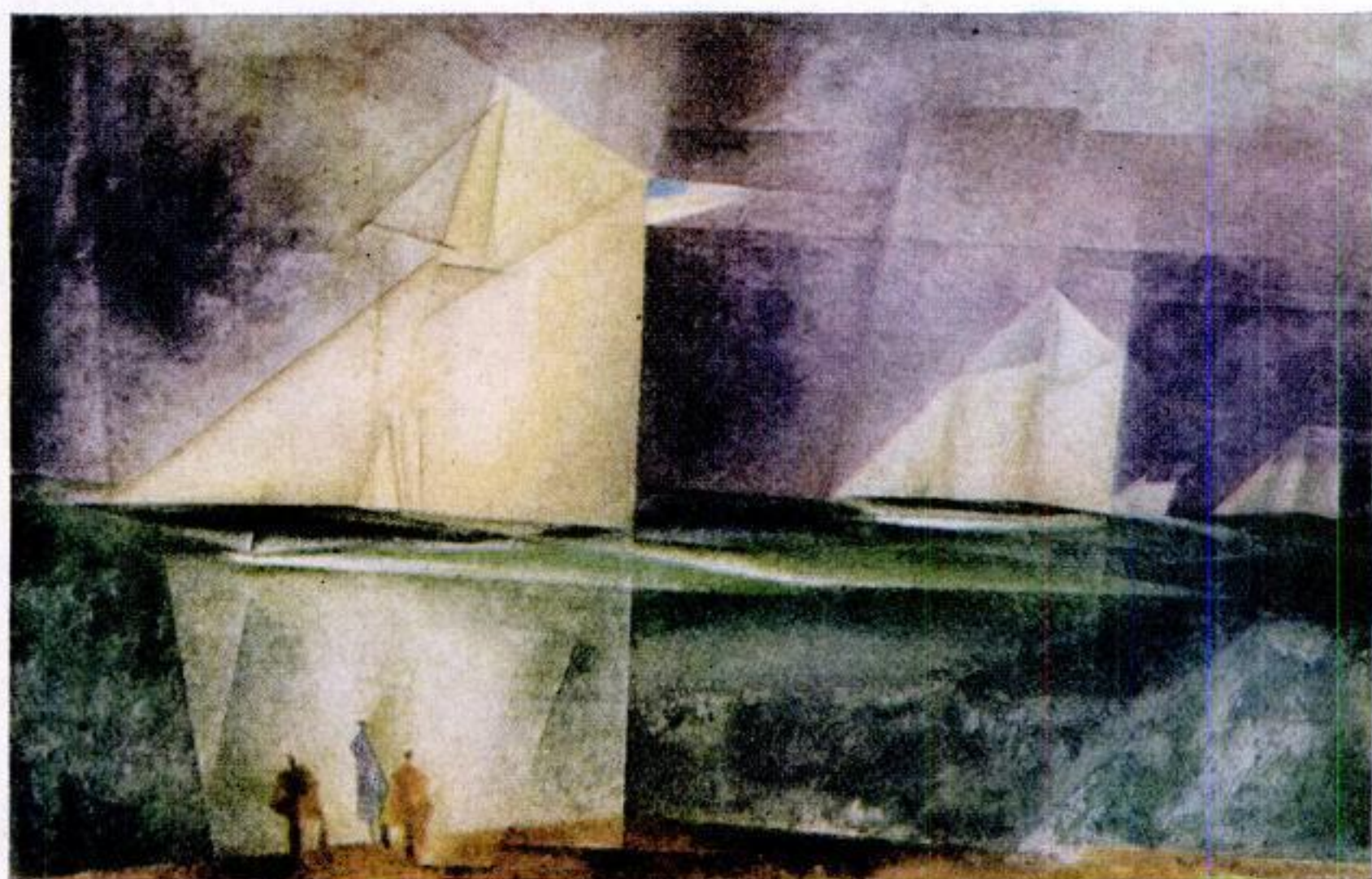
In the painting at left which won a \$3,000 prize in 1942, 34-year-old Jack Levine has gently satirized these four musicians who are very serious and more than a little pompous about their playing. One of Levine's early paintings, it is, according to the Boston Institute, his most individual work and belongs in the sturdy traditions of Bellows and Sloan. Levine's later paintings showing heavy influences from Europe are fierce comments on poverty and injustice.



String Quartette by JACK LEVINE



November Evening by CHARLES BURCHFIELD

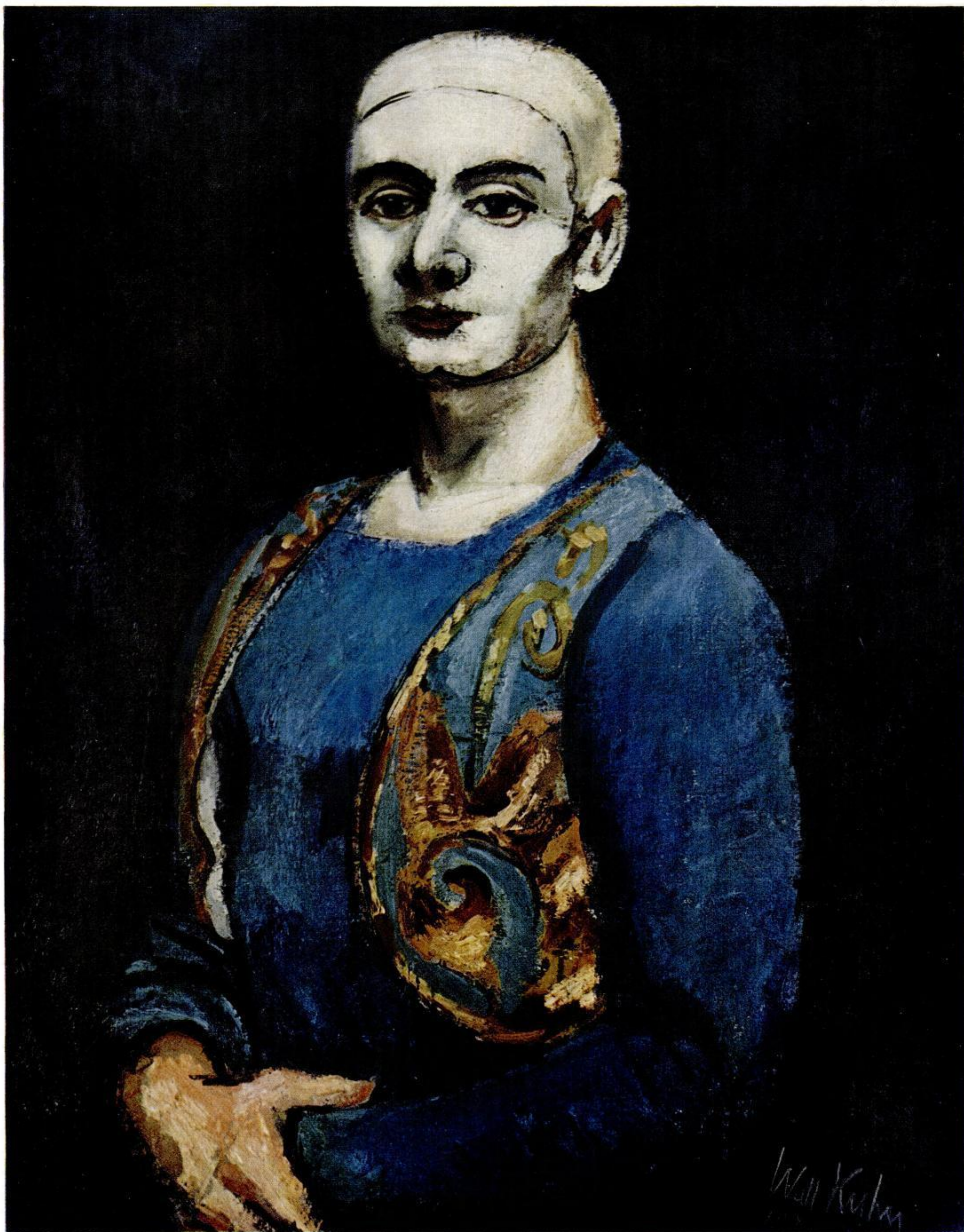


Glorious Victory of the Sloop, Maria by LYONEL FEININGER

CUBES

In choosing abstract paintings for its exhibit the Boston Institute carefully picked those that show American individuality and discarded sheer imitations of Europeans like the ubiquitous Picasso. The picture (*left*) of racing sailing ships is a pleasing mixture of romantic feeling and cubistic technique which successfully shows how quietly and proudly the ships slip along in a light breeze. Lyonel Feininger (who is the father of LIFE's photographer, Andreas Feininger) is one of the country's pioneers in abstract art. Though many abstractionists paint scenes the public finds unintelligible, Feininger's are recognizable. To some critics his work is as orderly as a Bach fugue. In fact Feininger was a musical prodigy and gave violin concerts in New York at the age of 12. He went to Germany in 1887 to study music but took up the art of painting instead. He remained there for 50 years, supporting himself by teaching and drawing comic strips which he sent to the *Chicago Tribune*. Inspired by cubism, he evolved his arresting style of geometric patterns which frequently resemble searchlight beams played across a dark sky.

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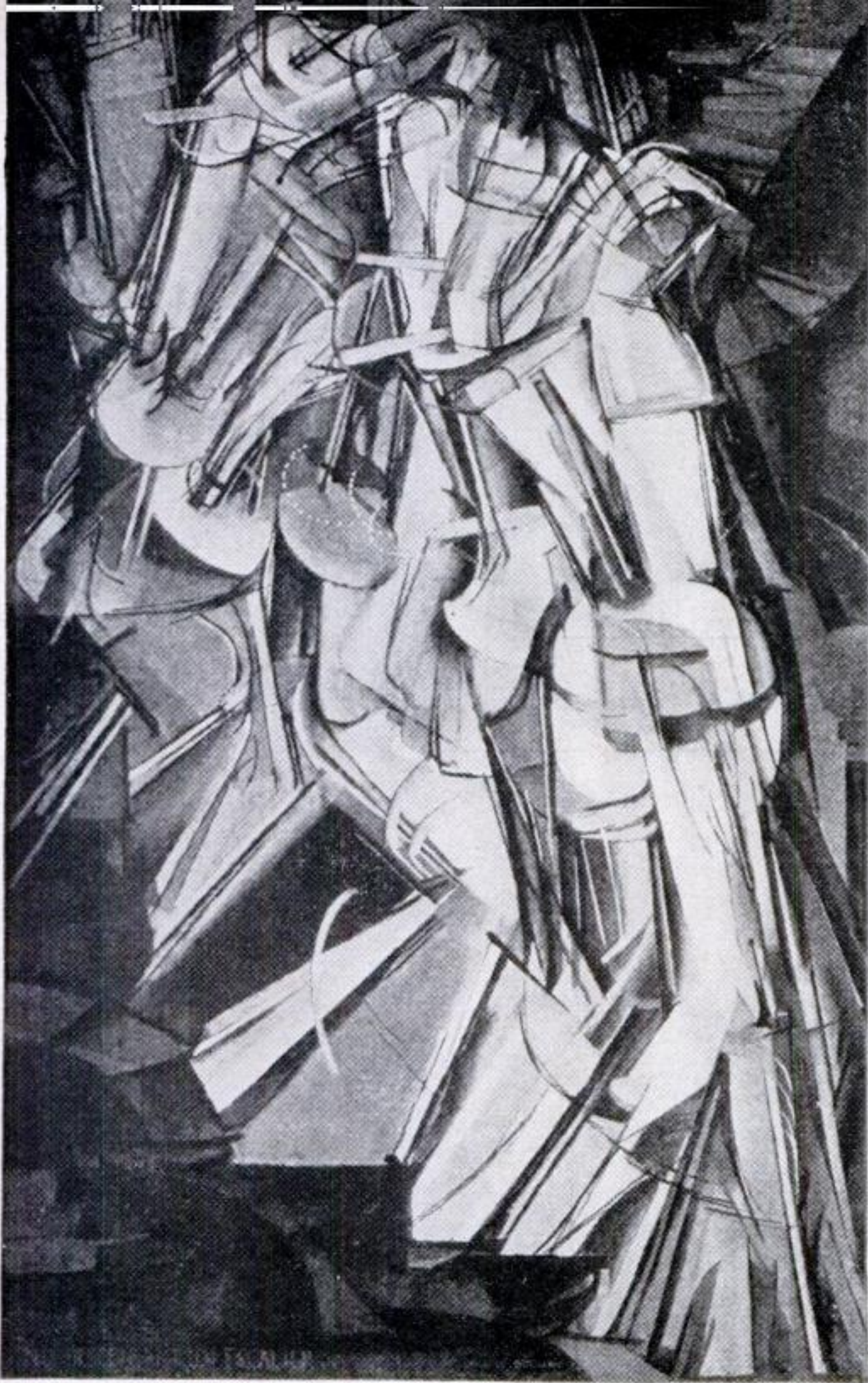


The Blue Clown by WALT KUHN

GRAND OLD REALIST

At the age of 68 Walt Kuhn, a painter of racy theater folk and clowns, is a grand old man of contemporary U.S. art. A man, moreover, who loves his theatrics, he was the chief promoter of the 1913 Armory Show which

rocked the U.S. with the startling work of the European moderns. Oddly enough, Kuhn himself stayed a realist and, in fact, has come to believe that extreme modernism has led art down a false and confusing path.



"NUDE DESCENDING A STAIRCASE," by French Cubist Marcel Duchamp, was most disputed painting in show, made its creator world-famous.

1913 ARMORY SHOW STARTED ART BATTLE

The war over modernism in the U.S. began exactly 36 years ago this month at the most remarkable exhibit ever seen in America. In a New York City armory, shunted around by hordes of ushers, Americans took their first big look at modern art fresh from abroad. The Armory Show was organized by a group of young artists who, angered by the dictatorship of the conservative academy of the time, brought in the works of European moderns to relieve what Walt Kuhn, a leading spirit of the event, called "the stifling and smug condition of local art affairs."

The show was a veritable blockbuster. Shocked, stunned and delighted, some 250,000 people, including Enrico Caruso and Theodore Roosevelt, poured into the armory in one month. Wrote Kuhn (who did the painting at left): "Everybody came—students, teachers, brain specialists . . . even a blind man was discovered. . . ." Elderly academicians, parading through the hall in top hats, snorted "Unadulterated cheek!" "Anarchy!" "An explosion in a shingle factory," wrote a reporter about the nude above. But for champions of Brancusi, Matisse and Picasso, the whole show was the finest explosion on record. Now 36 years later, their followers are in the saddle, and the explosions go on.



INTERIOR OF ARMORY showed disputed bust with bulging eyes (left) by Romanian, Brancusi, and elongated kneeling figure by German, Lehmannbrück.

"Think you'll last, Pop?"



"I guess I can hold out till your mother gets home from the hospital next week. But I've learned something from all this."

"I'll say! You've sure learned how to scramble eggs. Can I have some more?"

"Sure . . . but I wonder how your mother would get along if something happened to me. How could she keep house . . . take care of you two, and be out working, too?"

"Gosh, I don't know, Pop. Eggs, please?"

"Yes, in a minute. But I'm going to fix things, so if any thing does happen to me, your mother will always have enough money to take good care of you kids. It's no use putting it off any

longer. I'm going to arrange with The Mutual Life for an *Insured Income* first thing today! Then I'll know that you and Mom will be taken care of . . . and if I'm still around when you two are all grown up, your mother and I will be able to take things easy together."

"Swell, Pop. Eggs?"

There's no need to put off protecting your family and yourself from insecurity. The Mutual Life's *Insured Income* planning is not only complete and efficient—it's economical, because it builds on what you already own: savings, Social Security benefits, pension rights, present life insurance, etc.

Let the Mutual Life career Field Underwriter in your community explain how *Insured Income* can help you.



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Yes, I would like your **FREE Social Security Booklet—L-53.**

NAME.....AGE.....

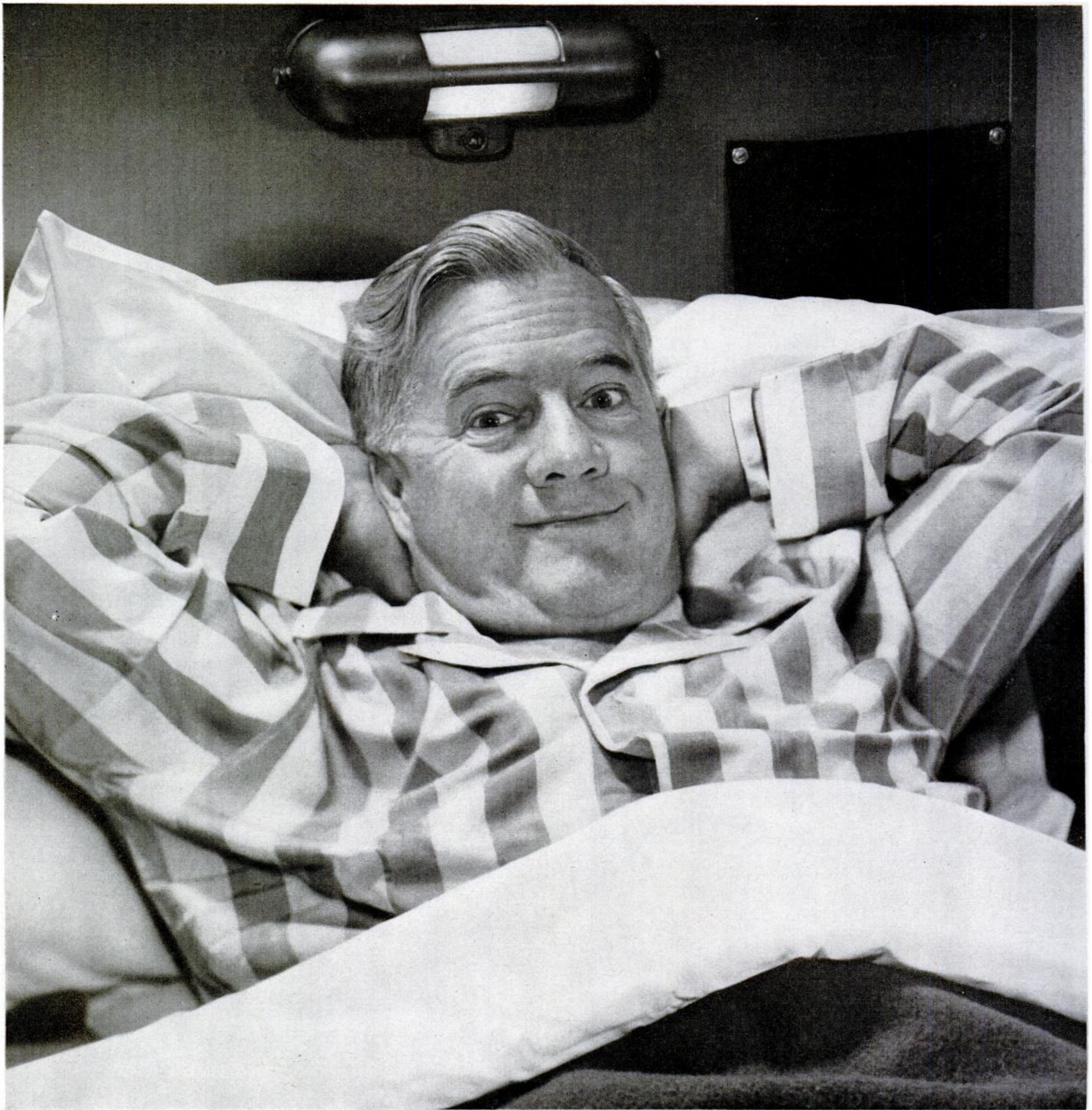
HOME ADDRESS.....

CITY.....COUNTY.....

STATE.....OCCUPATION.....



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Comfort goes with you when you go Pullman

When you go Pullman you relax on deep-cushioned, comfortable seats. You sleep on big, soft, clean beds.

You enjoy modern toilet facilities, air conditioning, lighting, and heating. The personal services of a trained Pullman porter are yours to command. And —on longer trips—delicious, well-served meals in railroad dining cars are available.

You arrive refreshed and relaxed on dependable railroad schedules, right in the heart of town, convenient to everything.

Go Pullman

THE SAFEST, MOST COMFORTABLE WAY TO GET THERE!



TAKE-OFF TEST shows power of JATO Junior. By superimposing one photograph on another same plane is shown in two separate take-offs. At top, plane uses JATO,

is 184 feet in air at 600 feet from starting point. At bottom, same plane without JATO is only 3 feet off ground at 540 feet from same point. Each JATO unit runs 12 seconds.

JATO JUNIOR

Small emergency rockets make light plane climb like fighter

The smoke-trailing private plane seen climbing steeply in the picture above is being helped aloft by two rocket motors each the size of a large Thermos bottle. Bolted to a plane's belly, these motors, called JATO Juniors, boost the plane's power by 170 hp enabling it to climb at $5\frac{1}{2}$ times its normal rate. With them a plane can fly fully loaded, in an emergency, from a small cow pasture. If the engine fails on normal take-off, the pilot flips a switch and the rocket units alone fly him back to the runway.

Scheduled to sell for \$150 apiece with refills at \$50, these units will be expensive but they will reduce two of the private flier's big hazards: engine failure on take-off and take-off from a short field. Developed by the Aerojet Engineering Corporation of Azusa, Calif. from their big military JATO (Jet Assisted Take-off), the small rockets are also being tried out as a means of launching gliders. While this is a promising idea there are still a number of bugs to be worked out as shown on the next page.

FOR BEST RESULTS:
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**"You're right down my alley
...with that smooth Barbasol face"**

It's "a strike" every time—when you shave with Barbasol! Barbasol sets up the toughest bristles so your razor mows 'em down in a breeze. Quick, clean, smooth. And Barbasol

never removes natural skin-oils, as soapy lathers do. So your face stays soft and pliable; not tight or dry. Barbasol's great to soothe chapped or windburned skin, too. Try it!

**No brush
No lather
No rub-in**



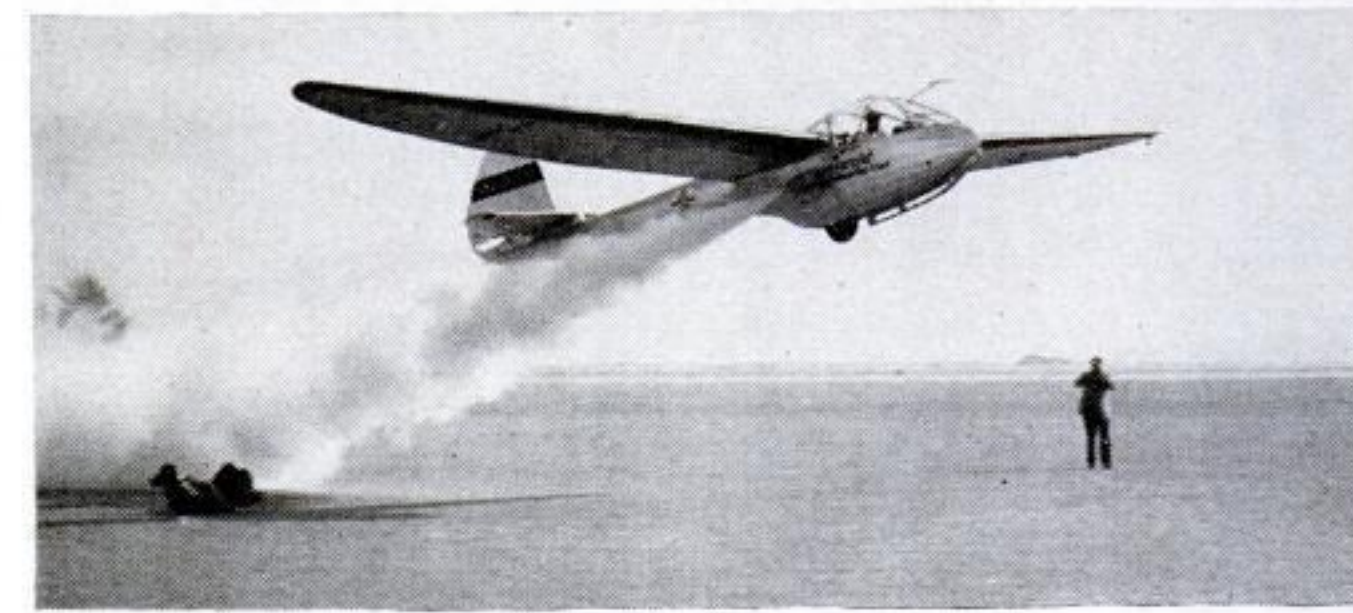
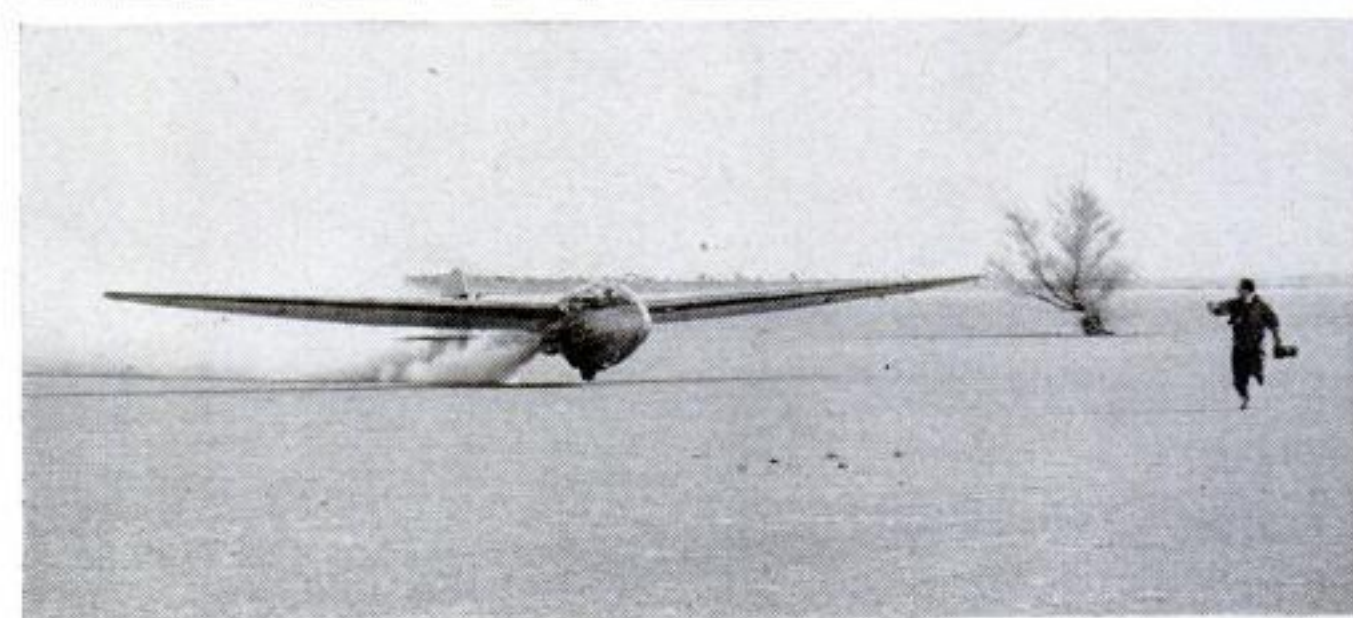
Use it also for soothing relief of
windburn, chapping, chafing, itching



**AVOID
"Athletic Aroma"**
USE BARBASOL
LOTION DEODORANT

JATO Junior CONTINUED

GLIDER CHARGES PHOTOGRAPHER



GLIDER SWERVES toward LIFE Photographer Allan Grant as one rocket motor fails to start. Grant runs to escape, then dives to the ground in nick of time as pilot pulls the glider into the air, just missing him. Grant took bottom picture lying on his back as the glider passed over. Later tests were successful.



CHUNKS

When good flavors
get together —
the pineapple's
Del Monte



SLICED



CRUSHED

You say DEL MONTE and you take your choice—of four delicious styles of pineapple! Each and every one has the same sunny, tart-sweet flavor that makes it a good companion to other foods—and a favorite on its own.

That's because—for every style—DEL MONTE picks only plump, fully field-ripe "pines." Fast-packs them with DEL MONTE's well-known respect for flavor.

So get to know the whole DEL MONTE Brand Pineapple family. The sooner you try all four styles, the brighter your meals!

FAVORITE FLAVOR TEAM-UPS

Pineapple and Chocolate: (*Parfait, upper left*). DEL MONTE Pineapple Chunks, broken chocolate wafers and sweetened, vanilla-flavored whipped cream, layered in parfait glasses or footed tumblers.

Pineapple and Cheese: (*Salad, upper right*). Cut slit in tops of triangles of American cheese; put in walnut halves. Arrange on greens with juicy slices of DEL MONTE Brand Pineapple.

Pineapple and Ice Cream: (*Dessert, center*). Ice cream's a double treat with the tropic flavor of DEL MONTE Crushed Pineapple atop!

One more good food
from the brand that puts
FLAVOR FIRST



That ever-refreshing DEL MONTE Pineapple Juice!
A sip o' sun for everyone—sparkling flavor you'll enjoy morning till night.

Nourishing MEAT

Wake up to this!

Pork sausage—a panful of sizzle and flavor, to give you a top-of-the-morning starter of energy, B vitamins and good meat protein.









You knew meat was good ...
but did you know it was this good?

Different as meats are, they have one goodness in common. Complete protein, the kind that all meat has, gives you every one of the essential building blocks (amino acids) at one and the same time.

That's the way you must have them to let your body use them efficiently. Isn't it good that every cut and kind of meat supplies them that way?

Meat as a Source of Protein, B Vitamins and Iron

ALL RATINGS
BASED ON
COOKED VALUES

KIND OF MEAT	COMPLETE PROTEIN	B VITAMINS			FOOD IRON
		THIAMINE (B ₁)	RIBOFLAVIN (B ₂)	NIACIN	
 PORK	Excellent	Excellent	Fair	Excellent	Excellent
 BEEF	Excellent	Fair	Excellent	Excellent	Excellent
 LAMB	Excellent	Fair	Good	Excellent	Excellent
 VEAL	Excellent	Good	Good	Excellent	Excellent
 VARIETY MEATS (LIVER, HEART, KIDNEY)	Excellent	Excellent	Excellent	Excellent	Excellent
 SAUSAGE (FRANKFURTERS, BOLOGNA)	Excellent	Good	Good	Good	Excellent

All meats also contain the minerals copper and phosphorus in significant quantities

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IDYL OF THE ICE

The shining embodiment of ecstasy on ice shown above is the skating team of Narena and Norris. They are big hits in *The Ice Follies*, now touring the U.S. and Canada, and are married to each other. The story is a little idyl of the ice. Narena Greer turned from roller skating to ice skating eight years ago but found trouble in locating someone who could lift her properly. Despondent, she met Richard Norris, who tried and lifted her with ease. As a team they were a quick success. After being thrown around the rinks by Norris in masterly fashion for a year, Narena married him and they have skated together happily ever since.

BESTFORM

*no finer fit
at any price*

to give you a
smooth figure...

Bestform's whisper-light
all-nylon girdle, Side Talon zipper,
wonderful nylon elastic panels
for sleek lines. Style 5462—14"
sizes 25-32. Style 5692—16" sizes
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Matching nylon bra \$1.50




*Good mornings start
with good nights...*

...and sleep-inviting relaxation starts with
the lullaby comfort of an Ostermoor.
Quality-built with the craftsmanship you
rightly expect of its famous name.



OSTERMOOR

AMERICA'S QUALITY MATTRESS FOR NEARLY 100 YEARS

Dealers in Principal Cities—or write OSTERMOOR & CO., Chicago 16, Ill., or Bridgeport, Conn.

SAFE EYE-GENE
Relieves TIRED EYES in SECONDS!

Wonderful EYE-GENE! Just two drops in your eyes that are tired or irritated from wind, glare, overwork, lack of sleep, reading, driving or movies—will relieve, rest, refresh, clear them in seconds. Use it every day. EYE-GENE is safe and gentle. 25¢, 60¢, and \$1.00 in handy eye-dropper bottles at Druggists everywhere. Insist on EYE-GENE!



Weary, irritated
one minute...



Relieved, rested,
cleared the next!



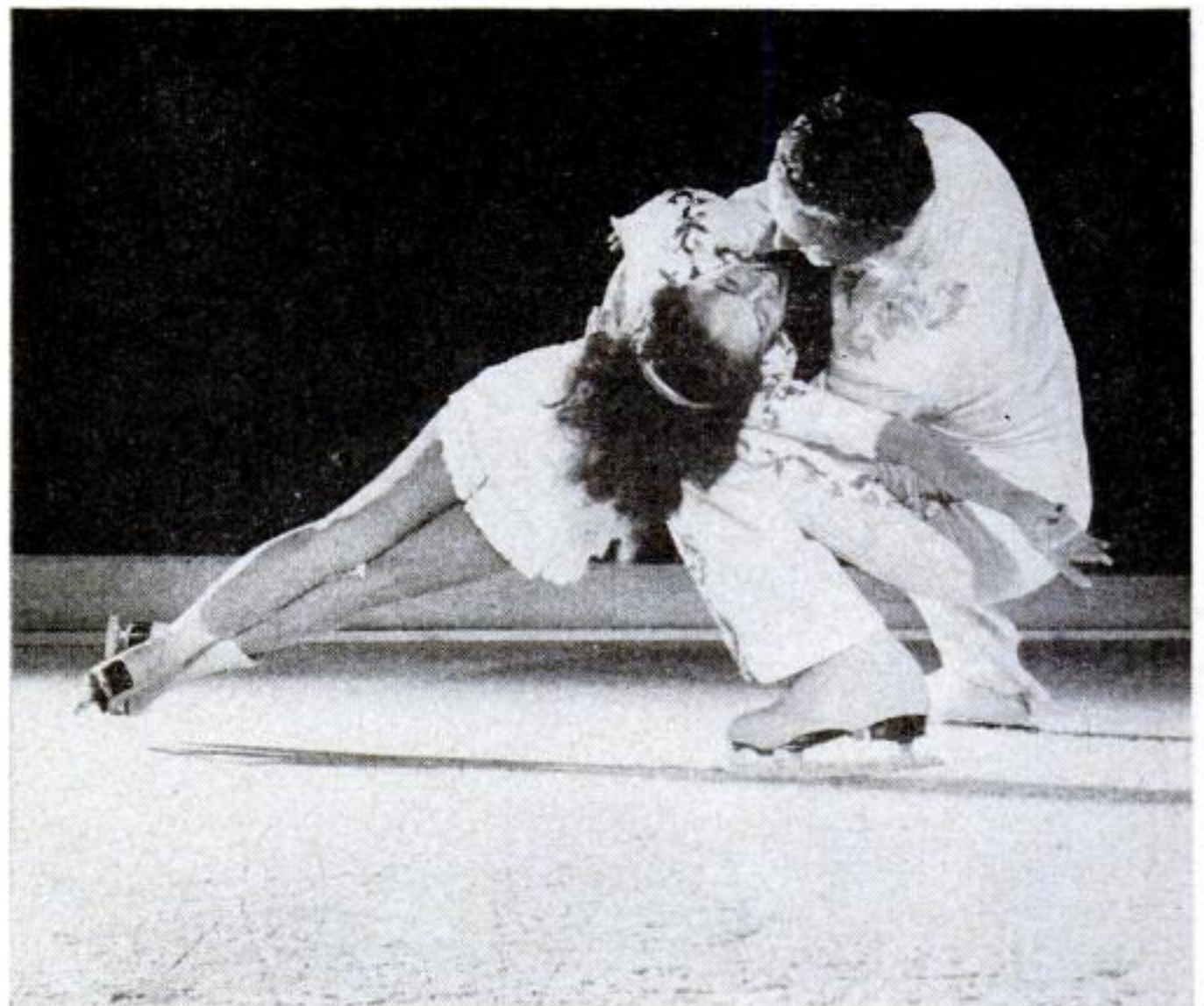
Remember!
THERE'S
Cheese
FOR EVERY TASTE!

AMERICAN DAIRY ASSOCIATION
Chicago 6, Illinois

Ice Idyl **CONTINUED**



IN INVERTED SQUAT Narena props her legs on her husband's arms as she goes into a whirl. Then she gracefully bulges out her belly and skims the ice.



IN A KISS SPIN Norris finishes a long spiral by drawing his wife closer and closer and finally giving her a buss that sometimes lasts as long as 30 seconds.



IN A BACKFLIP Norris holds Narena by one arm and whips her into a full revolution. When she lands on her feet, Norris throws her into another spin.

CONTINUED ON PAGE 98

Music

AS YOU LIKE IT



Guy Lombardo brings you "the sweetest music this side of heaven." Thursday nights, New England states only—ABC. (First National Stores)



Metropolitan Opera Auditions of the Air. Talented young singers get their big chance on this unusual musical program. Wilfrid Pelletier conducts. Sunday, 4:30 pm. (Farnsworth Television and Radio Corp.)



Romantic Jo Stafford sings your favorite songs on her new hit program every Thursday at 9:30 pm. You'll love *The Jo Stafford Show!* (Revere Camera)



Every Saturday afternoon during the opera season, the Texas Company brings you the world's finest grand opera, direct from the stage of "the Met." Above, lovely Dorothy Kirsten, soprano.



Dr. Karl Krueger and his renowned Detroit Symphony Orchestra bring you magnificent symphonic music, Tuesday, 9:45-10:30 pm. A rare treat!



Stop the Music with Bert Parks is the liveliest, most exciting musical program on the air. Fun, thrills, fabulous prizes! Sunday, 8:00 pm. (Smith Bros., Eversharp, Speidel Co., P. Lorillard Co.)



"Club Time . . . For Thy Good Cheer." George Beverly Shea and the Club Gospel Singers render beautiful hymns. Tuesday, 10:45 am. (Club Aluminum)



Bing sings — and everybody's happy! America's favorite singer croons and clowns with his distinguished guests on the absolutely wonderful *Bing Crosby Show!* Wednesday, 10:00 pm. (Philco)



Music, whimsy, fun . . . happily blended into the grand new *Meredith Willson Show*, every Wednesday on your local ABC station. 10:30 pm. (Jello)



Carnegie Hall features Dr. Frank Black and orchestra in brilliant music. Celebrated guests. Perfect Sunday night listening. 7:30 pm. (American Oil Co.)

**All times listed are Eastern Standard. In other time zones, consult your radio log.*

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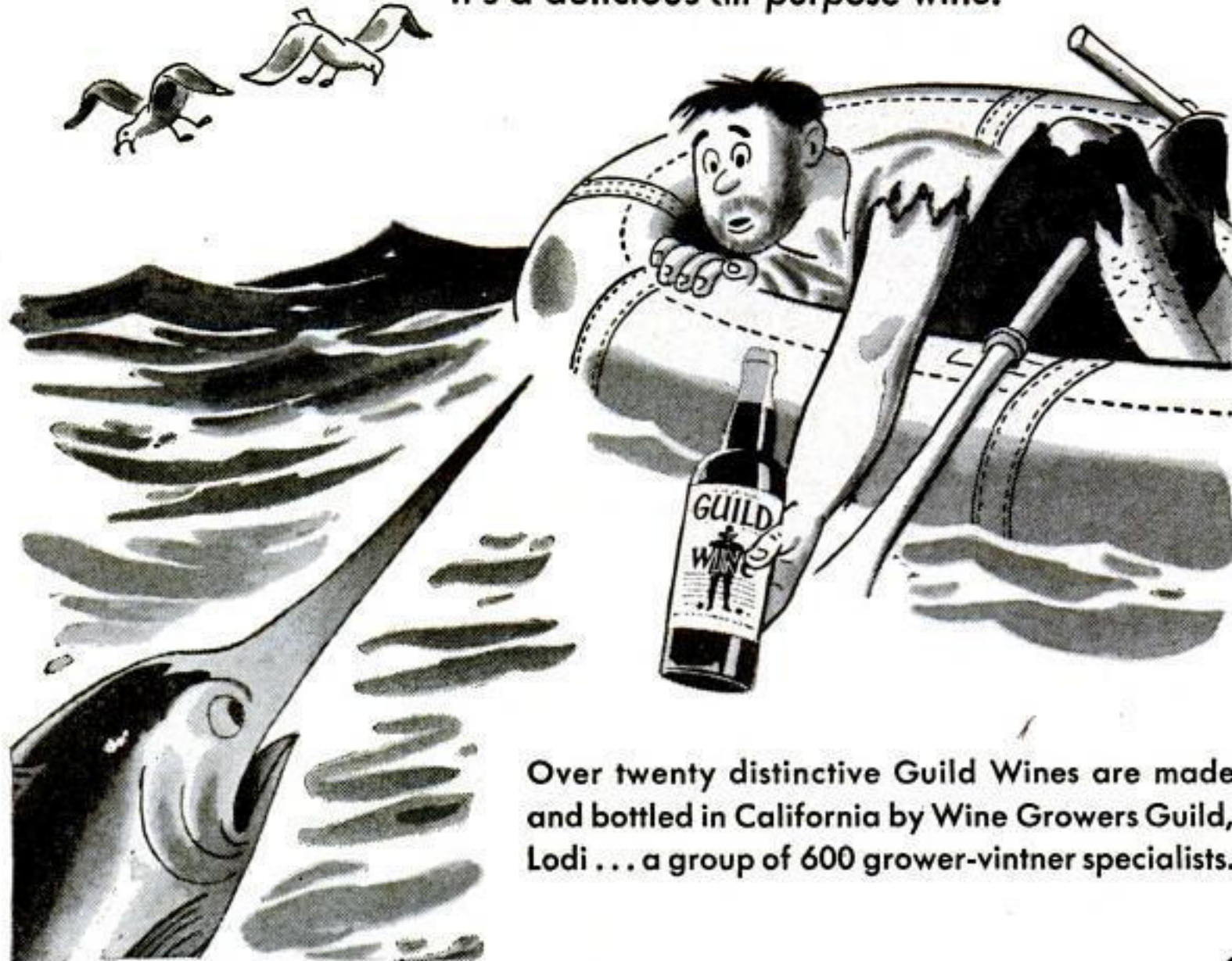


Handsome, new singing sensation Gordon MacRae stars in *The Railroad Hour*, every Monday at 8:00 pm* on your local American Broadcasting Company station. With top-notch guest stars (Frances Langford, Dinah Shore, Risë Stevens, Margaret Whiting and others), he re-creates your favorite musical comedies and operettas. Delightful listening! (Association of American Railroads)

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Over twenty distinctive Guild Wines are made and bottled in California by Wine Growers Guild, Lodi ... a group of 600 grower-vintner specialists.

New and Wonderful! ... by **BENEX Brushless**



NEW BENEX WINS!

IN ACTUAL SHAVING TESTS BY HUNDREDS OF MEN, **BENEX** WON OVER EACH LEADING BRAND TESTED — FOR **SMOOTHER, EASIER SHAVES!**



MAKES TOUGH WHISKERS HOLLER "UNCLE"!

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AFTER-SHAVING ACTION
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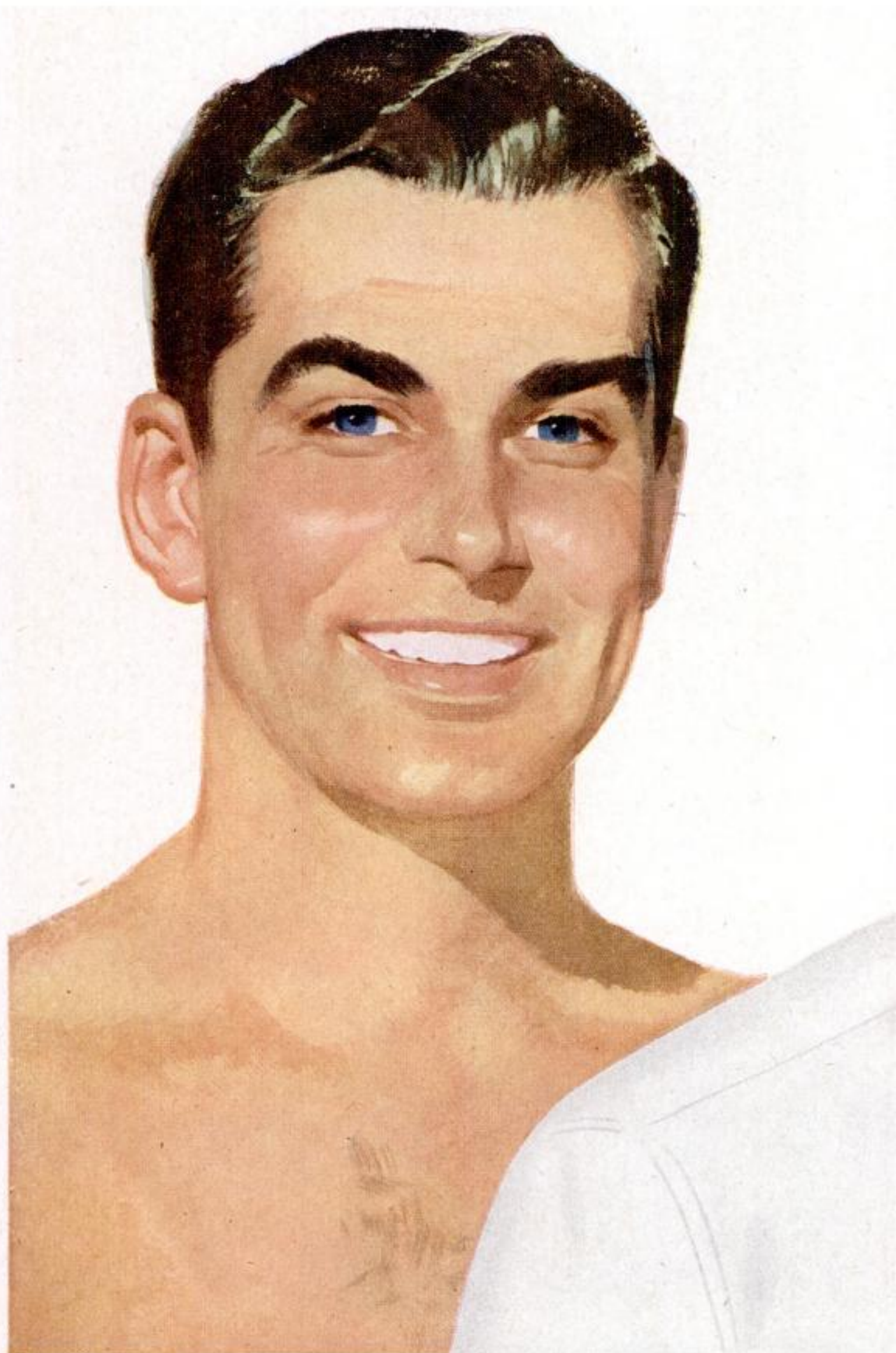
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Ice Idyl CONTINUED

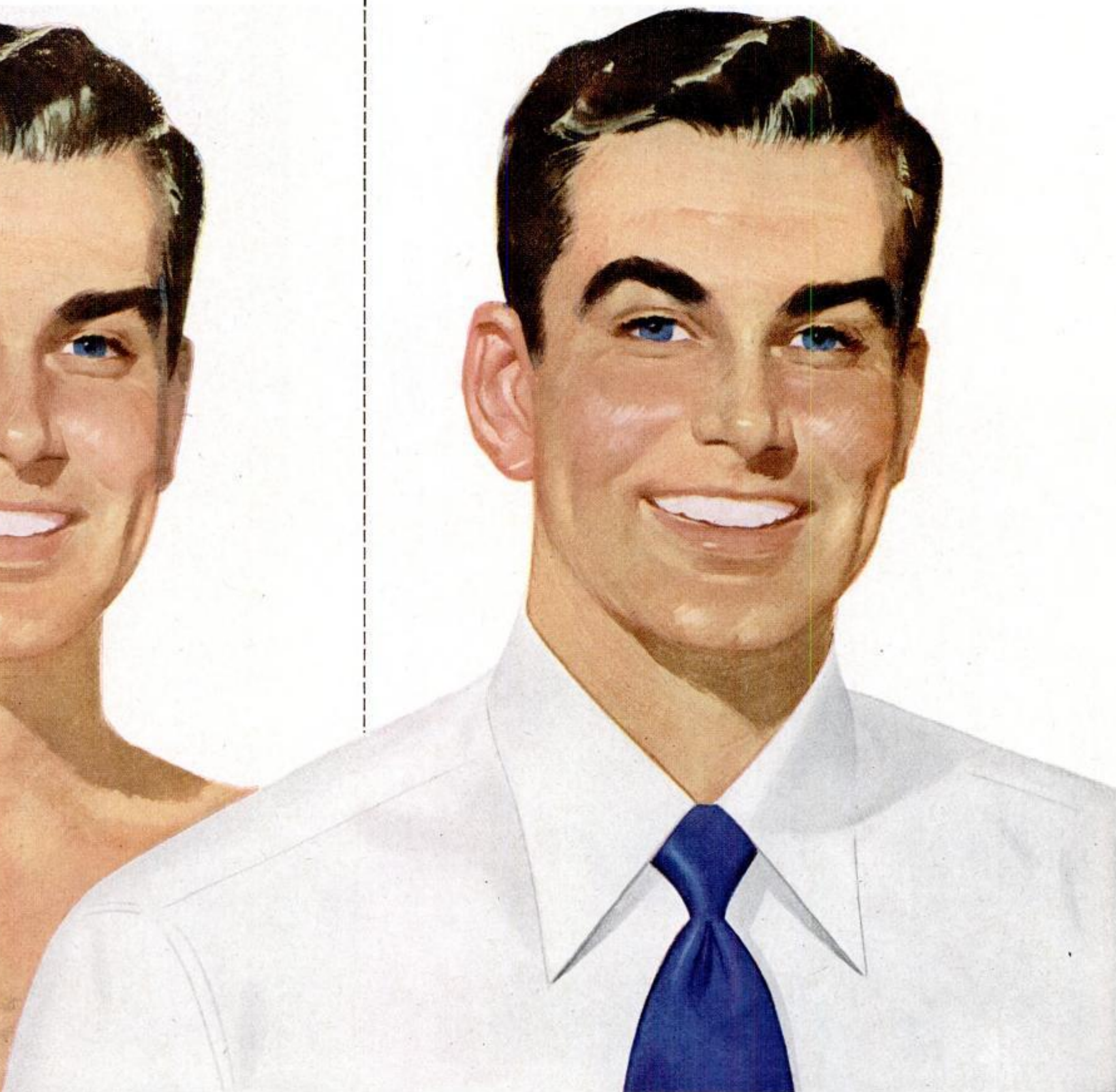


A **SPLIT LIFT** is completed with a smile by 180-pound Dick Norris and his 107-pound wife. Norris, 25, is a former Army ski trooper whose heel was shattered in action. Narena, 24, started professional roller skating at the age of 16.

how it feels



how it looks



low setting, smarter, neater
new Van Heusen "Comfort Contour" collar styling

So comfortable you hardly know it's there—
 yet one look will tell you it's the smartest shirt you've
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It's the new idea in low-setting collar design that:

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You'll find Van Heusen "Comfort Contour" collar styling
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- action room at shoulders,
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—a new shirt free if your Van Heusen shrinks out of size!

All this for only \$2.95 • \$3.65 • \$3.95 • \$4.95

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You'll find Van Heusen "Comfort Contour" collar styling
 on all Van Heusen Shirts including these favorites...



VAN BRITT
 Wide spread, soft with stays



VAN REGG
 Medium length, fused

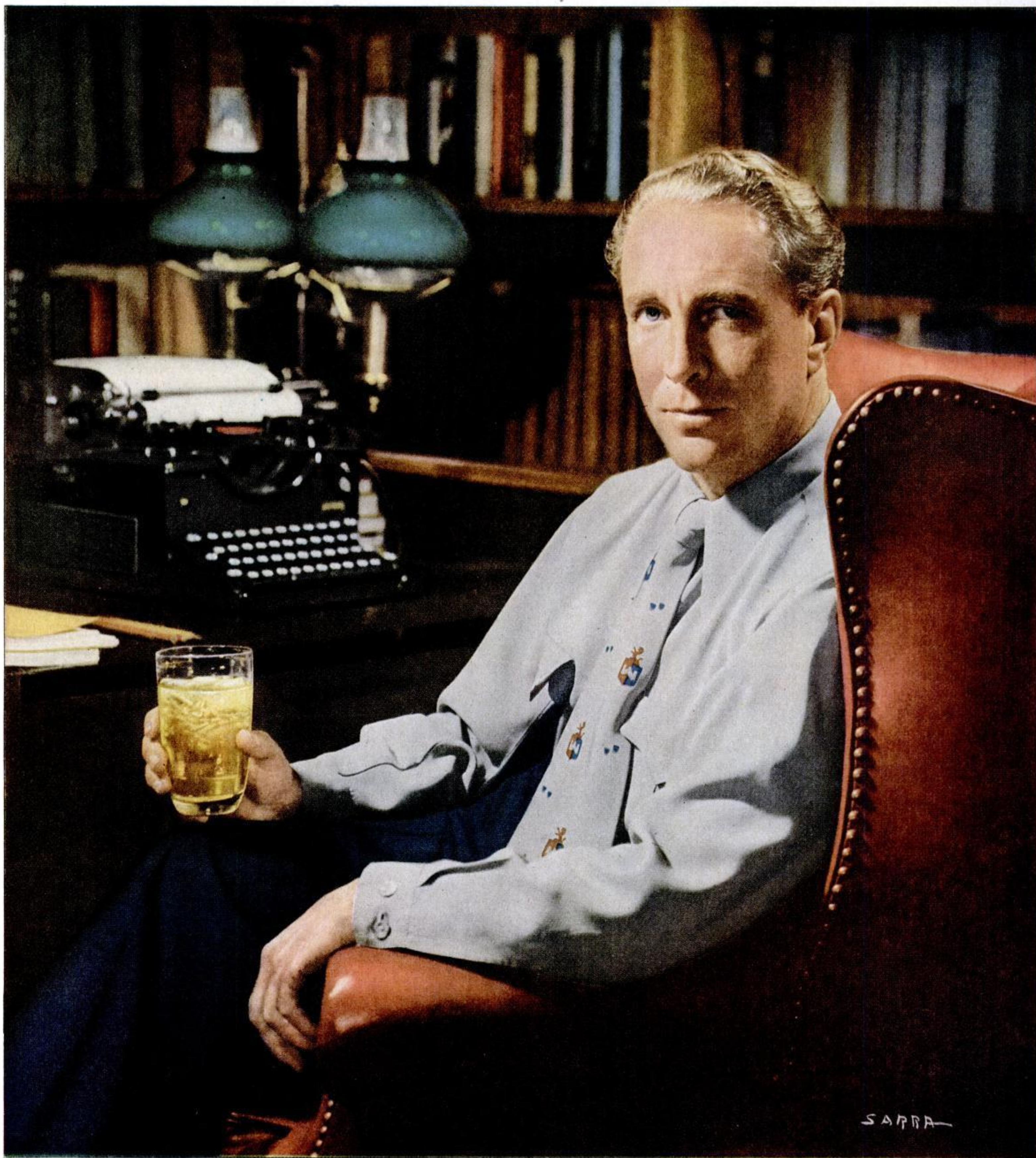


VAN EDEN
 Short point, wide spread, fused

Van Heusen 

REG. U. S. PAT. OFF.

the world's smartest shirts



Mr. Charles Bennett, distinguished Screen Playwright

For Men of Distinction... **LORD CALVERT**

HIGHBALL WITH A BRILLIANT TASTE. "Not how much, but how good" is the principle Men of Moderation apply to drinking. And with Lord Calvert lending exceptional lustre to their occasional highball, they attain the height of good taste. Today, try Lord Calvert—so rare . . . so smooth . . . so incomparably mellow.

LORD CALVERT IS A "CUSTOM" BLENDED WHISKEY, 86.8 PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., NEW YORK CITY



RED CROSS ART

It will spur drive for \$60 million

This provocative picture, entitled *Quality of Mercy*, is one of several about the same subject that millions of Americans will soon be seeing in their newspapers. Painted free for the American Red Cross by Illustrator John Falter, it will appear only in black and white though Falter did it in color for his own satisfaction. His model for

the young girl clutching her cracked doll was a neighbor's 5-year-old daughter. The hands of the volunteer worker are his wife's. Falter's effective painting has matched the traditionally popular and persuasive character of Red Cross art, shaped by such celebrated illustrators as James Montgomery Flagg, Norman Rockwell and the late N. C. Wyeth.



"It's *ours*, darling!"



Tingling thought... for now you can set your wedding date.

Now that you have your own house at last, as real as gray fieldstone and glistening white paint can make it.

And as truly yours as *you* will make it... with sunny plaids, and meant-to-be-used furniture, and your own shining International Sterling.

With a woman's wise-heartedness, you know that an International pattern will make you proudest ever after... no matter which of the 12 exquisite choices you make. For it's not enough just to have *any* sterling.

You want *style-rightness*... and all the International patterns are designed by America's top silver artists... every detail perfection.

You want *lifetime pride and service*... and International Sterling is solid silver with beauty that lives forever, wrought by tradition-trained New England silversmiths.

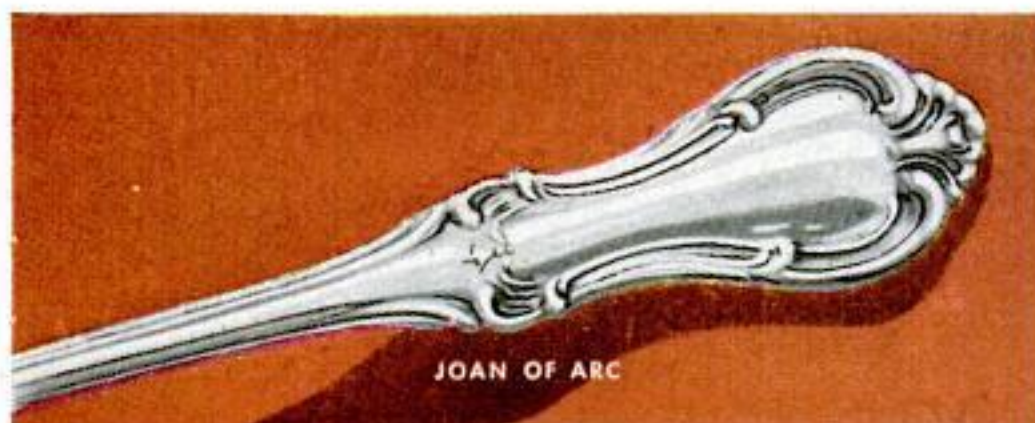
You want *value*... and only International offers so much. Costs no more than in 1944. Basic service for 8, with chest, as low as \$168.50. Easy purchase plan available.

All patterns shown here are made by The International Silver Co. in the U.S.A.

TUNE IN to "The Adventures of Ozzie and Harriet,"
Sunday evenings, 6:30 P. M., E. S. T., NBC.

*International
Sterling*

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JOAN OF ARC

JOAN OF ARC: FRENCH-INSPIRED, SUPERBLY GRACEFUL, WITH DELICATE CURVES AND CONTOURS IN THE CLASSIC TRADITION.



ROYAL DANISH

ROYAL DANISH: A RICH-LOOKING SCANDINAVIAN TYPE OF DESIGN, OPENWORK HANDLE. TRULY DESIGNED FOR DRAMA.



SPRING GLORY

SPRING GLORY: SPRINGLIKE, BRIDELIKE. ITS DECORATION UNFOLDS INTO ONE PERFECTLY CARVED FLOWER.



PRELUDE

PRELUDE: A ROMANTIC PATTERN WITH A COMBINATION OF SIMPLICITY AND DAINTINESS THAT IS INHERENTLY FEMININE. NOTICE HOW THE BEAUTIFUL CONCAVE SHAFT OF THE HANDLE IS CROWNED WITH A BRIDE'S-BOUQUET FLORAL CLUSTER.



NORTHERN LIGHTS

NORTHERN LIGHTS: A PATTERN OF UNUSUAL RICHNESS AND SPLENDOR, ITS CORONA OF CURVED RAYS SEEMS TO GLEAM WITH LIGHT.



SERENITY

SERENITY: A TRANQUIL AND SERENE DESIGN, BEAUTIFULLY PROPORTIONED. A PATTERN OF ALMOST "TAILORED" LOVELINESS.



PHENOPLAST MAKER CHARLES ROMAN ATTACKS TABLE WITH FIRE, INK, DRINKS, PAINT REMOVER, SCREWDRIVERS. COATING WORKS ONLY ON RIGID SURFACES

RUGGED FINISH

It protects almost anything from almost everything

The intense man defacing the table above is demonstrating a new plastic coating which protects everything from wood floors to wallpaper against any reasonable damage. For this test the left half of the table was finished with the new coating called Phenoplast. The right half was varnished. Both sides were then exposed to most of the mishaps that might damage them in normal use. In spite of this mistreatment only the varnished right side of the table was ruined. The left side stayed as good as new.

The coating is made of phenolic resin—one of the toughest plastics known. Like many plastics it does not dry like paint but must be chemically cured by a catalyst added at the last minute from a separate bottle. This curing process also serves to bond Phenoplast to a surface so tightly that it will not peel or chip. For use on metal, paint or other nonporous surfaces a special base coat must first be put on. At \$12.50 a gallon Phenoplast, clear or in colors, will cover 600 square feet of surface with a shell that even roller skates will not damage.

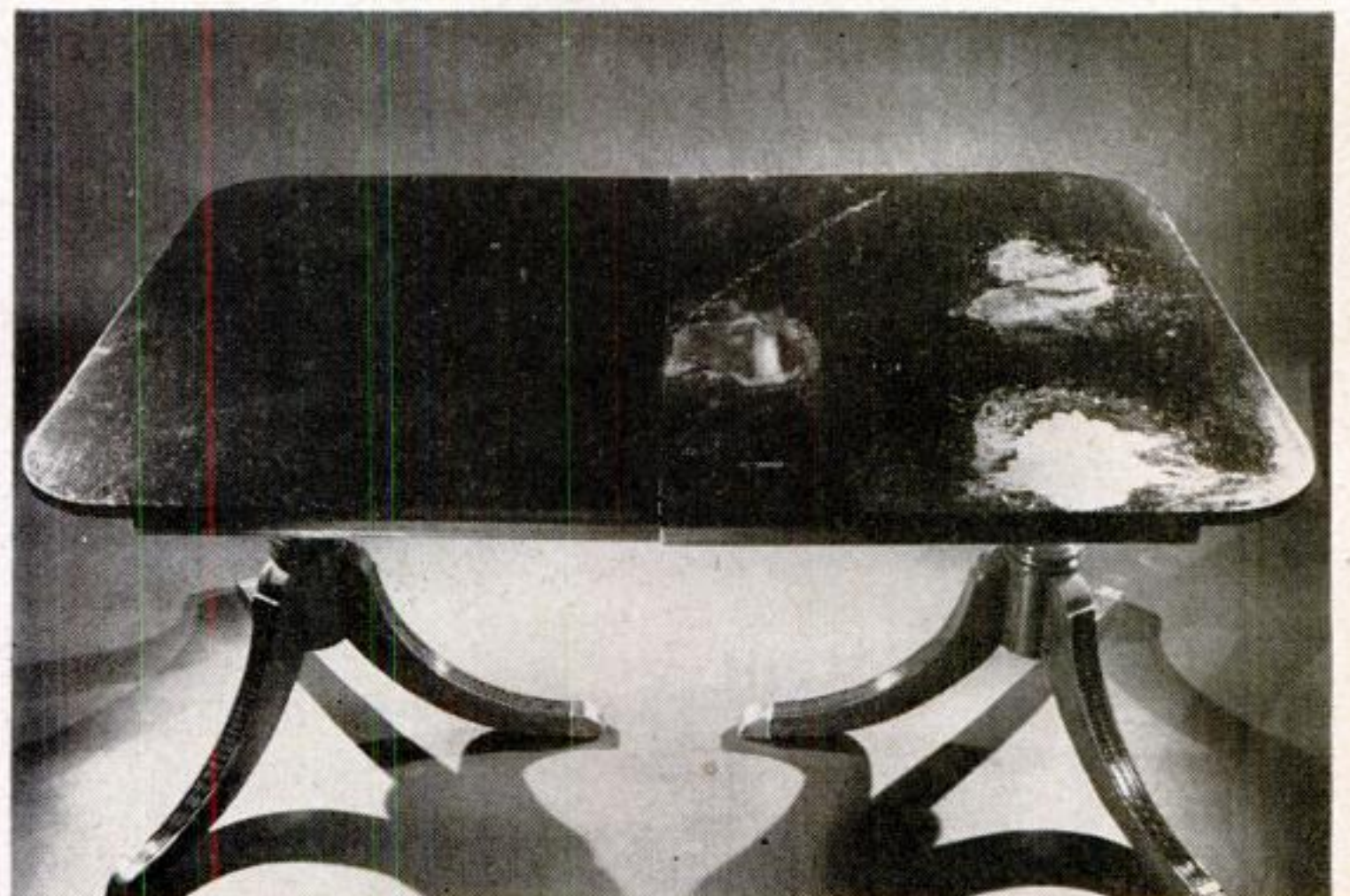


TABLE AFTER TEST has badly marred right half where varnish coating burned or dissolved and wood was damaged. Protected left half came through test unharmed.



THE TRUMAN CABINET

**Although it has its weak spots,
it could be the best in years**

PHOTOGRAPHS FOR LIFE BY ARNOLD NEWMAN

On these and the following four pages LIFE presents a pictorial album of the Cabinet with which President Truman is beginning his new term. The Cabinet has some obvious weak spots and some men who have yet to prove themselves, but it shows promise of being at least average to good as Cabinets go. Even the newer Washington journalists, accustomed to judging everything in New Deal terms, are conceding that whether by accident or design it is better than any of Mr. Roosevelt's.

← Secretary of State

DEAN G. ACHESON

Untried in his job and inscrutable by nature, Acheson is the great white hope of the Truman Cabinet. From where he sits in the spacious, modern office of the State Department's new building, Acheson can help control the course of world history: the shape of the next century may depend on how well he can rally and support the non-Communist world (and incidentally on how well he can build his own badly run-down department into a competent diplomatic machine). In many ways Acheson, at 55, looks like the right man for the job. His background—Groton, Yale, Harvard—is excellent; his ability as a lawyer, the profession he chose as a young man, is unquestioned. He has a diplomat's manners; he can be suave, charming, witty, logical or tough, as the occasion demands. (In fact he looks equally at home at a state dinner or when he is spending his leisure time helping with the planting on his 120-acre Maryland farm.) At one time, while he was Assistant Secretary of State around the end of the war, he was a leading exponent of the then-popular Washington delusion that the Russians could be turned into good fellows over a cocktail. He was not the first of the diplomatic pro-Russians to see the light nor was he the last, and he has since become one of the most eloquent spokesmen for the firm stand against Soviet aggression. *Pravda* has hated him to death since about the end of 1946. This conversion process may mean that Acheson has nothing more than the routine diplomat's ability to ride the tide and express himself well while he is about it. Or it may mean, as all of Washington is hoping at the moment, that he has that rare and genius-struck ability to admit mistakes, grow by experience and face up firmly to new obligations as they arise.



Secretary of the Treasury

JOHN W. SNYDER

John Snyder, shown here beneath one of his favorite portraits (Alexander Hamilton), was always a plugger. During Arkansas high-school days he dreamed of being a great debater, and whenever he had time he hung around the law offices of the late, sharp-tongued Senator Thaddeus Caraway. In the World War I Army long, hard study of military history helped him rise to artillery captain. Afterward he became assistant cashier of the little bank in Forrest City, Ark. and started plodding his way upward. His progress was steady but unspectacular. Then he went to Washington and—with the help of his old Army friend Harry Truman, whom he had first met at an army base in France—wound up in the Reconstruction Finance Corporation. In 1946 Truman picked him to be his Secretary of the Treasury. In this job Snyder, 53, is still a plugger. He often works 11 hours a day six days a week and then returns to his office on Sunday. He makes friends slowly and looks unhappy most of the time; even at parties, when he starts warming up on a few bourbons, he gives the impression of a small-town boy who would love to make friends but has no idea how. In Washington, which expects brilliance and "front," Snyder therefore has the reputation of being the greatest Secretary of the Treasury since the last one—Henry Morgenthau, who was far from the best. This may be true—it is hard to tell how much talent lies beneath his cautious exterior—but it may also be a slander. Snyder has always been a steadying hand on the Fair Deal wheel. While most administration men have been fighting inflation, he has been getting in a cautious word about the danger of depression. In view of current trends (pp. 32–35) he may have been smarter than anyone suspected.



Secretary of Defense

JAMES FORRESTAL

Jim Forrestal, 57, is the ablest member of the Truman Cabinet—and also its biggest whipping boy. Son of an Irish immigrant father, he worked his way through Princeton, ran out of money just before he would have been graduated. Then he got into Wall Street and climbed right to the top; by the time he was 45 he was president of the big investment banking firm of Dillon, Read & Co. He was called to Washington by Franklin Roosevelt in 1940, became Under Secretary of the Navy and later Secretary, made a brilliant record in the difficult production planning that raised U.S. military strength from near zero to the greatest in the world. When it came time to set up the new Department of Defense in 1947, he was the unanimous choice for Secretary of everybody who had helped to draw up the blueprint. Besides being a top executive, Forrestal is a scholar of world affairs and a pessimistic optimist who views the prob-

lems with a healthy blend of hopefulness and cold realism. It was Forrestal, even more than George Marshall, who helped put through the fateful decision, taken as a calculated risk, that Russia's expansion in Europe would have to be stopped at the point it reached about a year ago. But Forrestal is a unique and vulnerable figure in the peculiar Washington maelstrom. To left wingers his Wall Street background makes him a "glutton of privilege." Many Washingtonians hate him because he has never concealed his own distaste for the mushier-headed brands of utopia and because he never bought any Russian wooden nickels even when that sport was at its most popular. Against this form of attack Forrestal has had trouble fighting back successfully—a lone wolf who came up the hard way, he is temperamentally unable to hide his contempt for personal publicity, bores, ax grinders and the niceties of the Washington cocktail party.



Postmaster

JESSE M.

The rarest thing in the Cabinet, until Harry Truman changed matters, was a career man who made good. Thus Donaldson, 63, who started out as a letter carrier in Shelbyville, Ill. in 1908 and finally made the top spot in 1947, is one of the best-liked and most admired men in all Washington. Donaldson, shown here beneath his office gallery of past Postmasters General, still regards himself as a letter carrier. (On Sundays he and his wife take a typical busman's holiday by tramping several miles over Washington sidewalks.) He gets along with his underlings, from top assistant to merest substitute clerk, better than any Cabinet member in memory. He also probably knows the details of his job more thoroughly than any Cabinet man on record. Thus he represents one of Harry Truman's finest appointments—partly because he serves as an inspiration to the Civil Service corps which makes up much of Washington's population and part-



General

DONALDSON

ly because he is the man best qualified by experience to run the department while it faces an unprecedented deficit and the problem of handling a volume of mail which has grown beyond its physical facilities. He got to Washington in 1933 as one of the four postal inspectors who submitted the most intelligent answers to the question, "What's wrong with the way the postal department is run?" When his predecessor Bob Hannegan got sick in 1947, he ran the department as the top assistant. One morning the phone on his desk rang and Harry Truman's voice said, "How'd you like to be Postmaster General, Jesse?" Donaldson thought the President was joking and winked at an assistant. But he was too good a civil servant to joke back. "Mr. President," he said, "the finest thing in the world that could happen to a man would be for him to be Postmaster General." Harry Truman, who wasn't joking, said, "Well, you're it."

Attorney General

TOM C. CLARK

When it comes to breeziness Tom Clark, 49, is easily the star of the Truman Cabinet. He always wears a bow tie and sometimes a cowboy hat, and his garterless socks have a way of sliding down around his ankles. He talks in a Texas drawl and his smile, which flashes on as regularly as a Broadway theater sign, displays a whole mouthful of beautiful teeth. Yet Tom Clark, lawyer son of a lawyer father, is by no means so relaxed and casual as he appears. Ever since he joined the family law firm in 1922, Clark has made a career out of winning friends and influencing people. He got into politics as a protégé of those other two gregarious Texas Democrats, Sam Rayburn and Tom Connally. Eventually he got to know Harry Truman—while Truman was head of the Senate's wartime investigating committee and he was in charge of prosecuting war frauds for the Justice Department. At the convention of 1944 he called the turn just right.

While his boss, the then Attorney General Francis Biddle (in front of whose portrait Clark is standing in this photograph), was campaigning hard for Henry Wallace for vice president, Clark was working for Harry Truman. When Truman became President the pay-off came fast. Truman fired his old enemy Biddle and put Clark in his place. As Attorney General, Tom Clark has set no worlds afire with his legal knowledge, but he has been a better administrator than most of his immediate predecessors, like Biddle and Frank Murphy. Currently his ambition is the Supreme Court. (He was so shocked when his secretary told him that Fred Vinson, instead of him, had got the last appointment that he turned white, stared out the window for a long moment, then snapped, "I guess we better call and congratulate him.") Since he has Truman's gratitude not only for 1944 but also for aid in the last campaign, he may yet get his wish.



Interior

JULIUS A. KRUG

"Cap" Krug, 41, is commonly regarded in Washington today as a young man who finally got too big for his britches. This criticism does not relate to his size (it might, for he stands 6 feet 3 and weighs 250 pounds) but to his recent tendency to play the role of boy genius to the uncontrollable hilt. Krug has never hidden his light under a bushel. He has sometimes answered praise with the remark, "I was *always* precocious." When asked if his great bulk has not slowed him down, he is likely to reply, "I can still do more work than anybody I know." Both these statements have a sound factual basis. As one of the seven children of a Wisconsin policeman, Krug never had any special advantages as a boy. Yet he managed to be able to support a wife at 18. While he was going to the state university, where he was both football center and a good student of public utilities, he earned around \$200 a month as a part-time filling station attendant and furniture mover. (His first full-time job after college, as a statistician with the Wisconsin Telephone Co., paid only \$135 a month, which may account for his subsequent interest in public power projects.) As a young executive with the state utility commissions of Wisconsin and Kentucky and later with TVA, he made a brilliant record. Finally President Roosevelt called on him to run the War Production Board in 1944. "I'm tired of fighting one war in the Pacific, another in the Atlantic and still another in Washington," the President said. As usual Krug delivered. But as Secretary of Interior, Krug has been too openly ambitious and has spent too much time on "inspection trips" to suit his critics. He was also conveniently busy when Cabinet members should have been out campaigning. All in all his government career seems nearly ended.



Agriculture

CHARLES F. BRANNAN

Charlie Brannan, big, blond and balding, is Harry Truman's luckiest accident. A Denver-born lawyer, he became a career man in the Agriculture Department in 1935, starting at \$3,700 a year. By 1944 he had worked his way up to Assistant Secretary—a job he filled with great efficiency but without any of the fireworks that a man usually needs to get ahead in Washington. Then last spring Clinton Anderson resigned as Secretary to run for the Senate. Harry Truman offered the job, which then seemed doomed to last for only eight months, to several prominent Democrats—all of whom thanked him politely but said they had other plans. Finally, by default, the job went to Brannan. Almost immediately he proved worth 10 times his pay—not only as an administrator of the vast department shown in the photograph on his wall but more important as a political adviser. It was Brannan who pounced on a Harold Stassen comment on food prices and used it to persuade farmers the Republicans were against price supports. He also played to the hilt the failure of the 80th Congress to provide adequate crop-storage facilities. He himself made 80 pro-Truman speeches in 13 states and his wife hit five other states; if any one family deserves credit for swinging the farm vote to the Democrats it is the battling Brannans, and Harry Truman knows it. Brannan stands high at the White House and has been the victor in several interdepartment fights; he also has been given the job of lobbying the anti-inflation program through Congress. He is 45, a Mormon, lives simply with his wife (they have no children) in a one-bedroom apartment. He never owned a cutaway or striped trousers until he learned Cabinet members would have to wear them for the inauguration.



Commerce

CHARLES SAWYER

Sawyer, after 10 months in the Cabinet, is generally believed to be the man most likely to leave soonest. A conservative lawyer and businessman with an allergy to high taxes and grave doubts about much of the European Recovery Plan, he is sadly out of place in the Fair Deal—and the Fair Dealers are out to get him as soon as they can find him up a dark alley. This is perfectly all right with Sawyer, who took the job during the low ebb of the Administration mostly as a favor to his old friend Harry Truman. Personally he would rather be back in Ohio—where he owns two radio stations, a newspaper and a piece of the Cincinnati Reds, an amusement park and a new sports arena. It is fashionable in Washington these days to describe Sawyer as the “weakest” member of the Cabinet. This is hard to believe in view of his record. The son of a public school teacher, he worked his way through college by waiting on tables, through law school on a scholarship and a nighttime teaching job, and then went on to become counsel for Procter & Gamble, Union Central Life Insurance and American Thermos Bottle, as well as vice president of Crosley Radio. It is undoubtedly true, however, that Sawyer, who at 62 has had ample time to become both rich and opinionated, is a political liability and something of a nuisance to the Fair Deal. During the campaign he volunteered his services as a speaker, but the Truman brain trust had a hard time figuring how he could be used anywhere except in front of selected groups of businessmen. Finally it was arranged for him to talk to a group of South Dakota farmers—an engagement he had to turn down lest he be mobbed because he was arguing at the time that less wheat should be shipped abroad to help lower the domestic price.



Labor

MAURICE J. TOBIN

Tobin, like Brannan, is an accident—but nobody yet knows whether for good or for bad. He became Labor Secretary last summer when 1) he was involved in a hard battle for the Democratic nomination for governor in Massachusetts, and 2) President Truman needed a loyal Democrat, palatable to the unions, to head a Labor Department stripped of practically all authority and prestige by the 80th Congress. The appointment prevented a Democratic cat fight in Massachusetts and gave the President a man, handsomest of all in the Cabinet, who at least looked just right. Like Forrestal, Tobin was born of immigrant Irish stock. From the age of 9 he helped support his family as a newsboy. He worked his way through two years of high school, got a job with New England Telephone, joined the union and rapidly became traffic-division superintendent. Then he began parlaying his looks, his handsome family and his speechmaking into a political career. Eventually he knocked off old Jim Curley, became mayor of Boston for seven years and governor of Massachusetts for two. He had both loyal friends and severe critics—he was clean-cut and well-meaning, but on the other hand he was accused of showing up at the Statehouse at noon and almost invariably being late for appointments. Thus many Bostonians blink a little when they see his name in the headlines from Washington. As Secretary, Tobin at 47 has earned Harry Truman's gratitude for hard work in the campaign (150 speeches), but his ability to run an expanded Labor Department still seems open to question. When he went to Capitol Hill in behalf of the Administration substitute for Taft-Hartley, observers agreed that he scored no hits and no runs his first time at bat.



Ahead of the seismograph crews hunting for oil go surveyors and pilots who map the job. Engineers follow with delicate instruments to record underground formations revealed by dynamite charges.

New oil discoveries build up biggest reserves in history

EVERY HOUR OF THE DAY, every day of the year, in swamp and mountain, desert and ocean, the ceaseless search for new sources of oil goes on.

In 1948 almost 40,000 new wells were completed. The nation's reserves are at the greatest peak in history—hundreds of exploration crews, representing many different companies, are making certain there'll be even *more* oil products for you in the future.

Last year more than 200,000,000 gallons of crude oil were produced daily. To meet the ever-increasing demand, over four billion dollars have been spent for new wells, equipment and facilities during the past two years. All the efforts of this industry with its 2,000,000 people are being exerted to continue oil's ninety years of progress. Competing in research, producing, refining, transpor-

tation or marketing—America's 34,000 oil companies are constantly engaged in traditional rivalry.

Today's better gasolines, finer lubricants, better heating fuels are only a part of the result of this competition. Plastics, insecticides, paints, medicines, cosmetics, synthetic rubber and hundreds of other products have resulted from rival petroleum research.

Tomorrow's record will be even greater. For America's individual oil companies stand for progress. And their progress means better living, greater comfort and more conveniences for you.

Oil Industry Information Committee
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OIL BUILDS FOR AMERICA'S FUTURE



MARCHING ALONG WITH FEET TAKEN FROM DEAD HORSES, FIVE FARRIERY STUDENTS HEAD FOR THE COLLEGE BLACKSMITH SHOP TO FIT THE FEET WITH SHOES

FUTURE FARRIERS

Students use dead feet to learn
an old trade at Michigan State

There are 8.5 million mules and horses in the U.S., and half a million of them always wear shoes. But there are only about 8,000 farriers left to put the shoes on, and most of these are elderly men about to retire from the trade. That is why Michigan State College has a standing order: 60 dead horses' feet a week for its blacksmith shop, to be used by students in its horseshoeing course.

Michigan's course was started 18 years ago by an elderly Scot named Jack MacAllan, who has

been a blacksmith for 35 years. Until one of his students started a similar course in California last year, MacAllan's was the only one of its kind in the U.S. It is limited to 12 students and has a waiting list of 120. For three months the students spend 40 hours a week studying horses' feet and learning to make and put on shoes. When they graduate they may make as much as \$40 a day. They work up to live horses (*next page*) but start off with dead feet to save themselves a serious kicking around.

Never neglect a knee cut

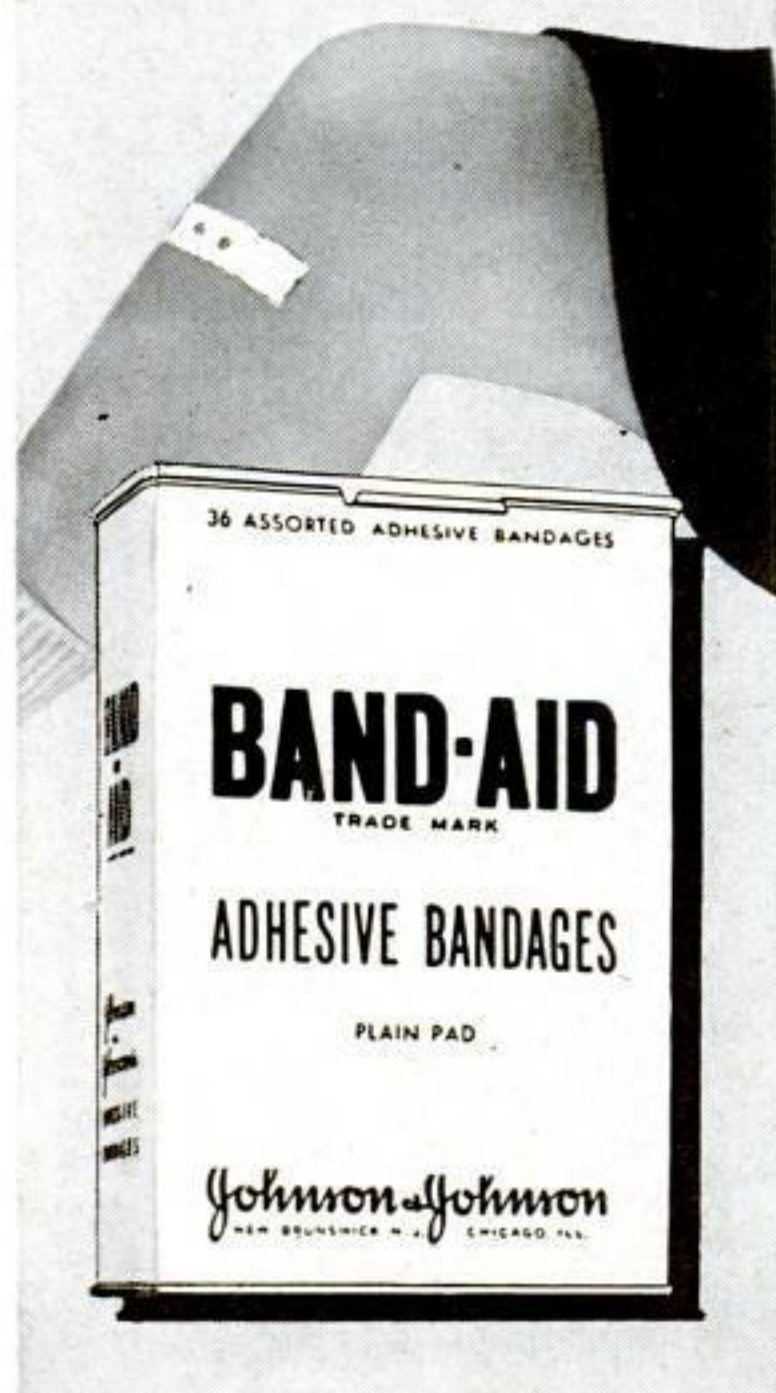


The tiniest injury can become infected. Never take a chance!

Always use BAND-AID,* the adhesive bandage that always comes to you individually wrapped, 100% sterile.

Caution: Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

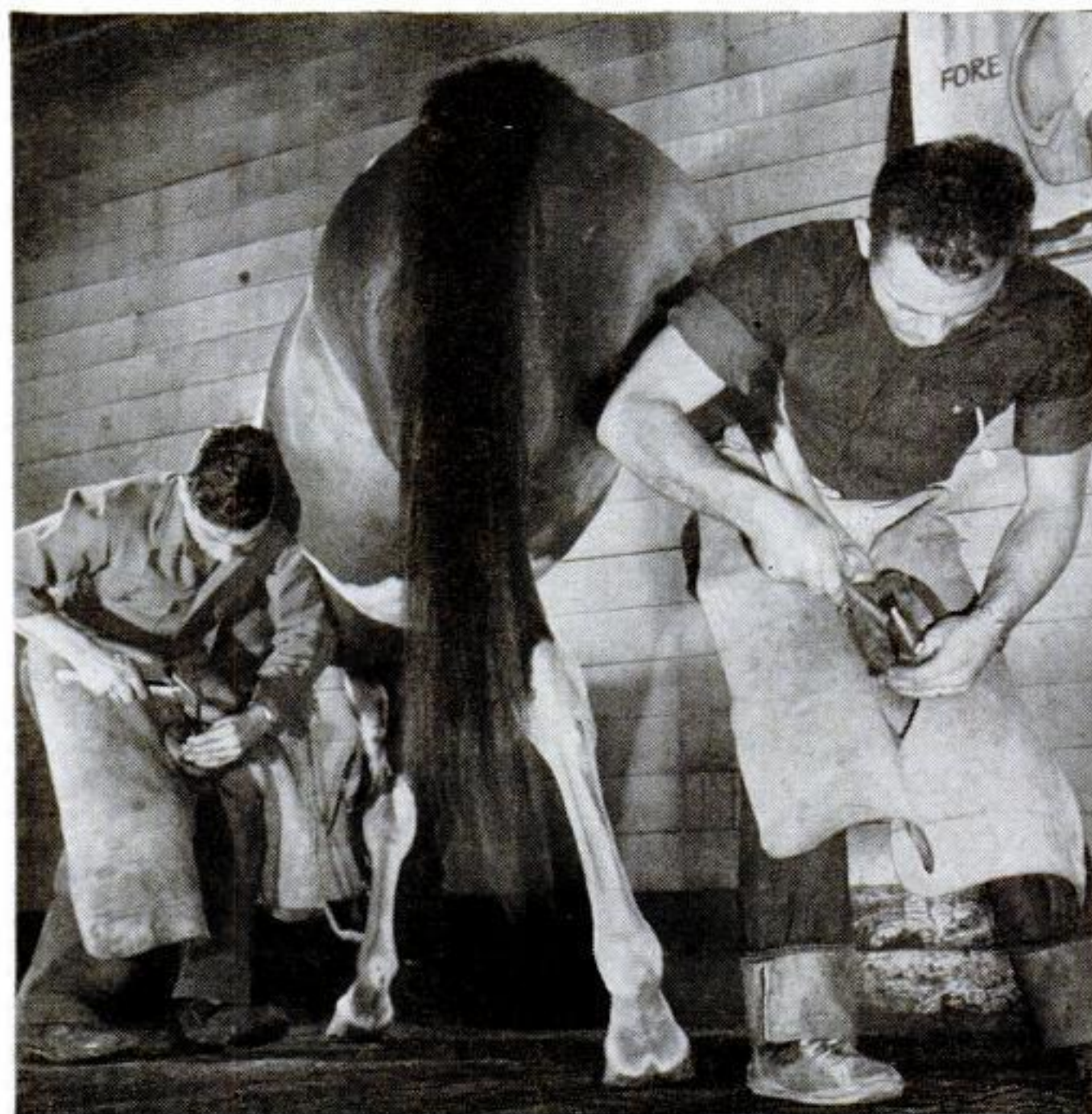
6 to 1 choice in doctors' recommendations



*BAND-AID is the Reg. Trade-mark of Johnson & Johnson for its adhesive bandage.



PARING LIVE HOOF, Instructor MacAllan (right) points out sensitive parts to students standing around with horse feet. Others work at anvils in rear.



DOUBLE-SHOEING a docile horse, two students nail shoes on two feet at the same time while horse balances gingerly between them on other two feet.



BEAT-UP FEET are tossed into garbage can after being shod and unshod many times. Feet are returned to fertilizer plant which lends them to college.

Stomach UPSET?



Take soothing
Pepto-Bismol
and feel good again!

PEPTO-BISMOL IS GENTLE. It spreads a soothing, protective coating on irritated stomach and intestinal walls.

1. Helps calm and quiet the upset
2. Helps retard fermentation and formation of gas
3. Helps sweeten and settle the stomach

Ask your druggist for pleasant tasting Pepto-Bismol, for gentle yet fast relief.

A Norwich Product

Norwich

Cold Sores FEVER BLISTERS

ASK YOUR DRUGGIST FOR Blistex

BLISTEX A FAMOUS PHARMACIST'S FORMULA



Immediate Relief

35¢

Marlin Blades

America's best shaving buy
single or double edge

12 for 25¢

Made by the makers of Marlin Guns



COLD SUFFERERS!

Remember

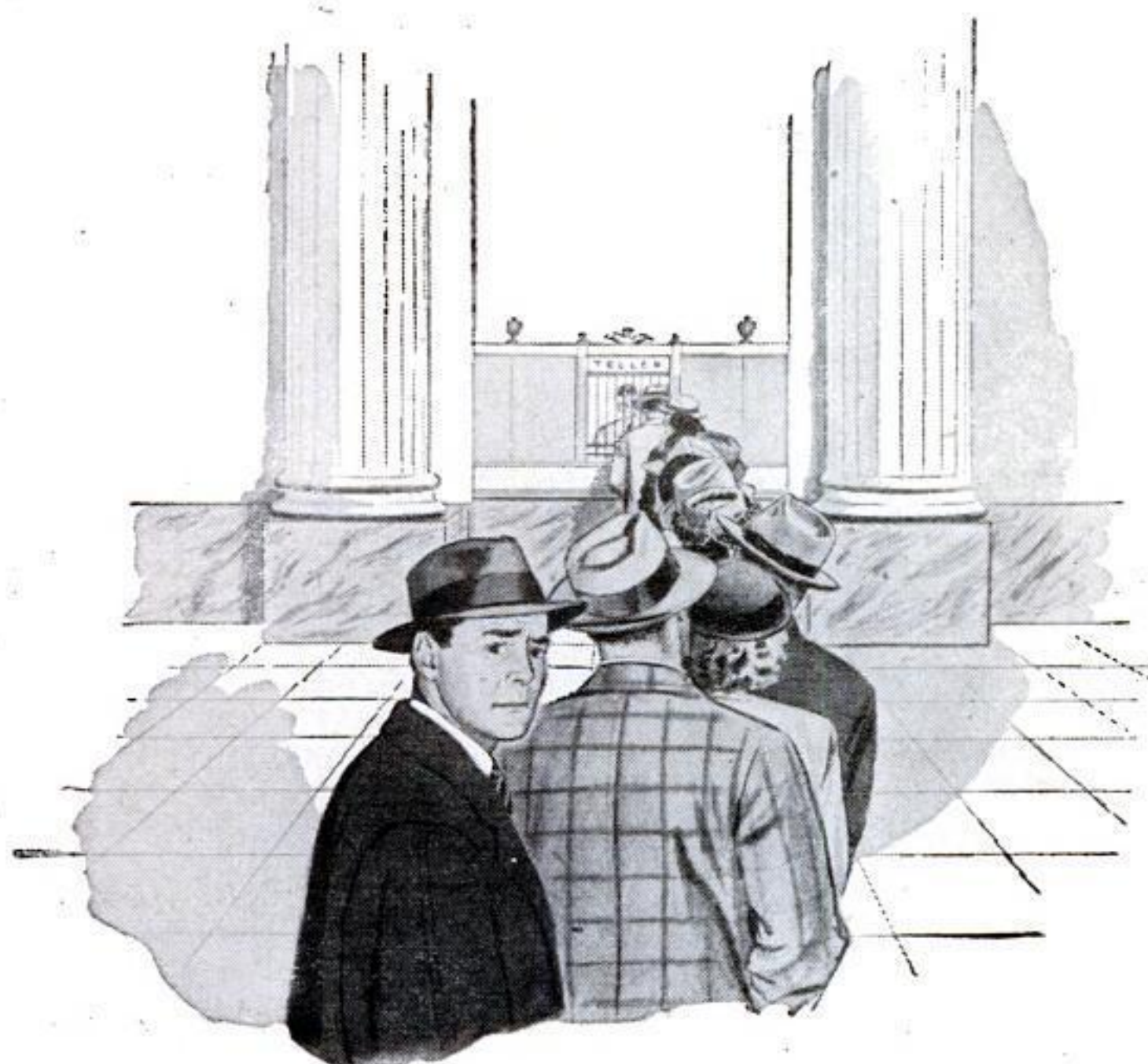
"More people rely on
LUDE'S
than any other
COUGH DROPS"

Medicated for
CLOTHESPIN NOSE

Medicated
LUDE'S
MENTHOL
COUGH DROPS



5¢



THIS IS HARD



BUT THIS IS EASY



**AND THIS IS
MIGHTY WONDERFUL**

SURE, you believe in saving.

But it's mighty hard to make yourself take cash out of your pocket, and time out of your day, to do it *regularly*.

The sure way, the *easy* way to do your saving is to get started on an *automatic* savings plan with U. S. Savings Bonds. Like this . . .

1. If you're on a payroll, sign up in the Payroll Savings Plan, then forget it. From then on the money saves itself—so much per week, or so much per month.

2. If you're not on a payroll, sign up at your bank for the Bond-A-Month Plan. Equally easy. You decide how much you want to put into bonds every month, your bank does the rest.

In just ten years after you start buying bonds, your money starts coming back to you—well-fattened! Every \$3 you invest today brings you back \$4 to make possible all the wonderful things you dream of doing.

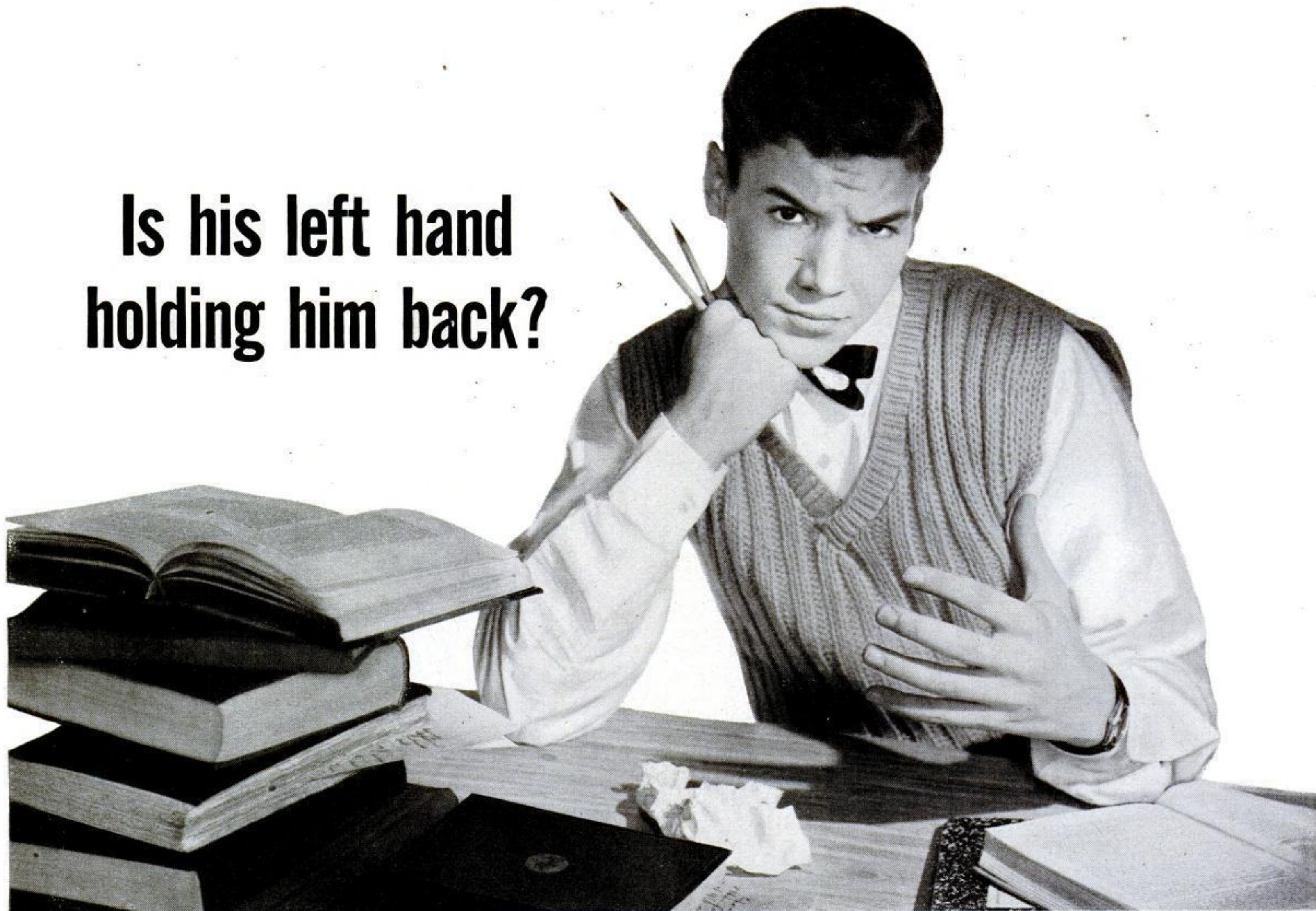
And remember—any time you need your money for emergencies, you can get it back *in minutes*, without losing interest.

Automatic saving is sure saving—U.S. Savings Bonds

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Is his left hand holding him back?



HE'S SLOW

His expression shows it. His marks show it.

No, it doesn't mean he's a slow thinker. Chances are his thoughts are too rapid for his pencil. He's a slow writer!

If only his other hand could go to work for him, too. If only he could write with both hands . . .

What this boy needs is a portable typewriter to put his thoughts down on paper, to speed up his work, to boost his marks. So often the difference between a C- student and a B+ student is a portable typewriter.

Get him the teen-ager's favorite . . . the New Royal Portable

Surveys show that boys and girls of high school age would rather have a Royal than any other portable. One look at the new Royal Portable will tell you why:

Royal has Finger-Flow Keys! Keys shaped to the contour of the finger tips—giving more clearance between keys, making for easier, faster, more accurate typing!

Royal has an "office typewriter" keyboard! The keyboard's identical in width and size to

that of an office typewriter. Controls are the same, too. Truly, it's a standard typewriter in portable size!

Royal has Speed Spacer! A new space bar built right into the typewriter's frame. Scientifically placed so that the thumb can't miss it!

Royal has streamlined beauty! There's a modern, years-ahead look to the new Royal—a completely new design. Sturdy new beauty that's designed to withstand years of rugged treatment.

You get "Magic" Margin, too!

Along with all the great new typing features goes famous "Magic" Margin—the exclusive Royal feature that sets the margin in a split-second! And there are scores of other time-saving, work-saving features!

What other portable typewriter offers all this? See the new Royal at your dealer's. Learn how easy it is to own one. Two models: Quiet De Luxe and Arrow.



Royal Portable

The World's First Truly Modern Portable Typewriter

Made by the world's largest manufacturer of typewriters

"Magic" is a registered trade-mark of the Royal Typewriter Company, Inc.



LOSING HIS MIND as result of worry, the salesman, Willy Loman (Lee J. Cobb), babbles at imaginary characters in a restaurant. His two sons attempt to restrain him while a couple of floozies the boys have picked up look on in cold puzzlement.

Death of a Salesman

FINE TRAGEDY BECOMES A CRITICAL AND BOX-OFFICE SENSATION

One of the finest tragedies written by an American opened on Broadway last week. For Arthur Miller's *Death of a Salesman* critics could not find high enough praise. They cheered author, actors, director. The public, responding with surprising interest to a play which pursues its course with firm purpose and a minimum of sex, paid \$250,000 for tickets in advance.

Miller's tragic hero is 63-year-old Willy Loman, a bighearted, big-talking salesman from Brooklyn who sells merchandise through New England. Willy imbues his two beloved sons with his credo: "Personality always wins the day . . . be liked and you'll never want." Like their father, the boys cannot face

reality and subsist on hope and hot air. Broke and bewildered, Willy finally blacks out on his illusory world.

Like other ranking U.S. playwrights, Miller is concerned about the way Americans shortchange themselves with shoddy illusions. In *The Iceman Cometh* Eugene O'Neill balefully concluded that illusions were essential. In *A Streetcar Named Desire* Tennessee Williams explored their evil effect upon a frail woman. Now Arthur Miller, writing not as a critic of an economic system but as an observer with a profound compassion for plain people, shows how a good man can be destroyed by "the wrong dream" of a shallow, materialistic way of life.

NOTICE!

The minimum age of the whiskies in every American blend must be pointed out

A SECOND LOOK

at the THREE FEATHERS bottle shows you that, even with the nation-wide shortage of aged whiskies, the rare whiskies blended with fine grain neutral spirits in today's THREE FEATHERS are 5, 6, and 7 years old! *



FIRST LOOK

...Symbol of Quality

The front label is your guide in identifying the brand with the qualities you want.

SECOND LOOK

...Proof of Quality

The back label tells you the age and amount of base whiskies in the blend.

RARE GOOD TASTE, BECAUSE ALL WHISKIES* IN TODAY'S THREE FEATHERS ARE FULLY 5, 6, AND 7 YEARS OLD!

*RARE BLENDED WHISKEY. 86 Proof. The straight whiskies in this product are five years or more old. 35% straight whiskey, 65% grain neutral spirits. 12% whiskey 5 years old. 20% whiskey 6 years old. 3% whiskey 7 years old. Three Feathers Distributors, Inc., New York, N. Y.

IMPORTANT!

Three Feathers continues to give you fully aged base whiskies... full value for your dollar. Compare before you buy!

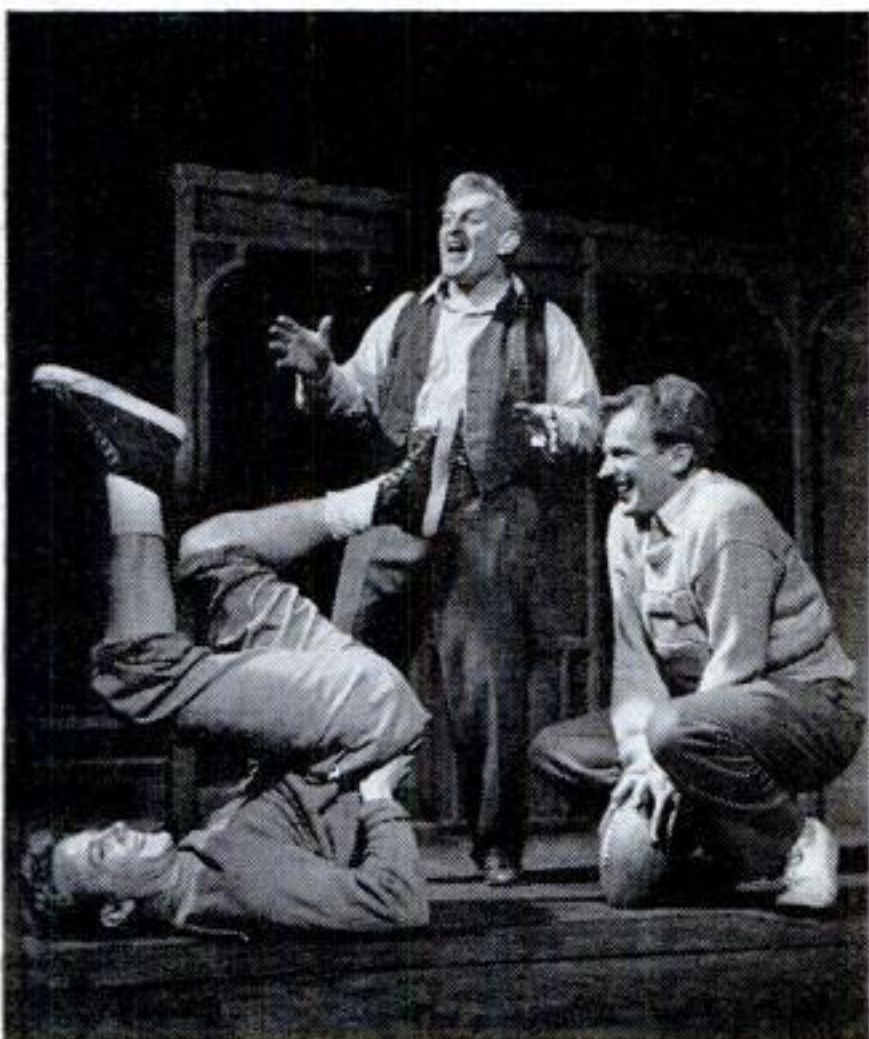
There has been no increase in price.

THREE FEATHERS
...choice of those who take a second look for quality

"Death of a Salesman" CONTINUED



SKELETONIZED SETTING FOR "SALESMAN" IS A BROOKLYN HOUSE, SHOWING KITCHEN AND BEDROOMS. WILLY LOMAN, STANDING BY ICEBOX, LIVES HERE WITH WIFE AND TWO SONS



HOPE of Willy's life was his two sons. Here, in a flash back, he remembers playing with Hap (Cameron Mitchell), doing leg exercises, and Biff (Arthur Kennedy), who is the big high-school football hero.



SUCCESS to Willy was embodied in brother Ben. During a card game with friend Charley (Howard Smith) Willy sees image of Ben (Thomas Chalmers), who says, "When I was 17 I walked into the jungle. When I was 21 I walked out, and by God I was rich."



DESPAIR engulfs Willy as he relives the awful moment when his son Biff caught him in a Boston hotel with a woman. Willy tries to comfort Biff, who feels broken and betrayed by father's dishonesty.



AT FUNERAL, after Willy killed himself, his loyal wife (Mildred Dunnock) kneels at his grave while the sons and two friends stand with backs turned. His friend Charles tenderly paid tribute to Willy's profession: "A salesman don't put a bolt to a nut,

he don't tell you the law or give you medicine. He's a man way out there in the blue, ridin' on a smile and a shoeshine; and when they start not smilin' back—boys, that's an earthquake. . . . A salesman has got to dream, boys; it comes with the territory."

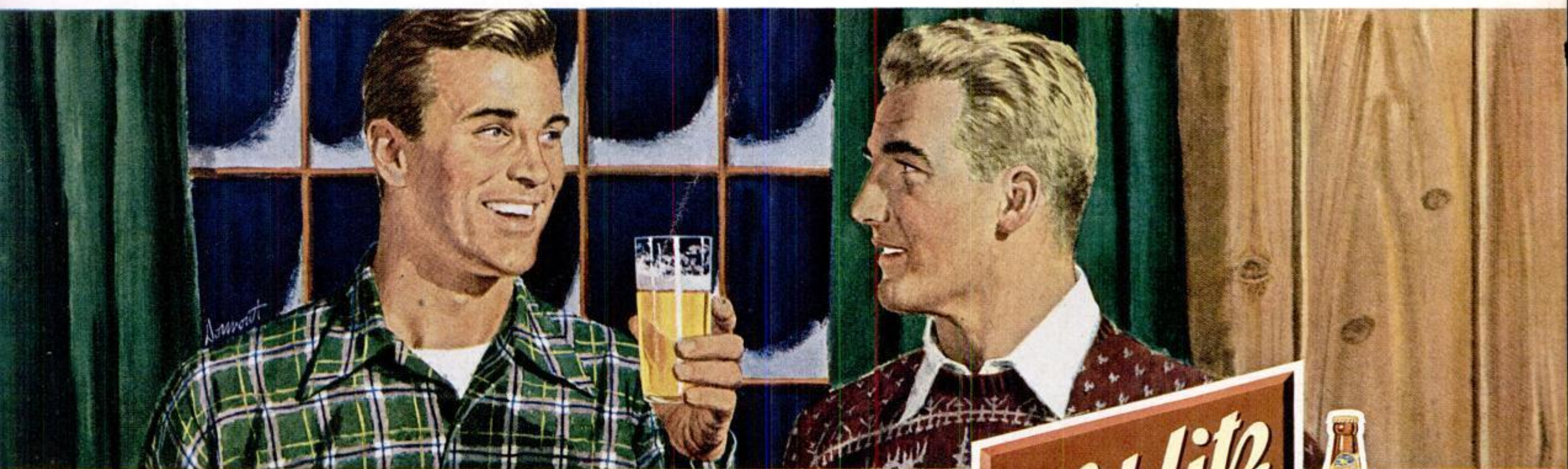
[CONTINUED ON PAGE 121](#)



"I was curious..."



I tasted it...



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"



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Milliken suits the season with clear, crisp
worsted in precise patterns or muted monotones.

Carefree, versatile—Milliken woolens and worsteds (100% virgin wool) lead
a smart fashion life...in casual country spaces
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Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.



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for thirty years

"MOTO-MOWER"

Why push a hand mower when you can drive a "Moto-Mower" . . . builders of quality power mowers for thirty years . . . write for literature and the name of the nearest dealer . . . a MOTO-MOWER is worth insisting upon.

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Eyes Tired?



Two Drops



Quick Relief!



MURINE
FOR YOUR EYES



WILLY'S FAITHFUL WIFE EXPLAINS HER HUSBAND TO HIS TWO NEGLECTFUL SONS

HIS WIFE DEFENDS WILLY

The deeply felt pity which Miller has for his tragic salesman is touchingly expressed in speech by Willy's wife when she upbraids her sons for not giving respect and attention to their father: "I don't say he's a great man. Willy Loman never made a lot of money; his name was never in the paper; he's not the finest character who ever lived. But he's a human being, and a terrible thing is happening to him. So attention must be paid. He's not to be allowed to fall into his grave like an old dog. . . . You don't have to be very smart to know what his trouble is: the man is exhausted. A small man can be just as exhausted as a great man. . . . He used to be able to make six or seven calls a day in Boston. Now he takes his valises out of the car and puts them back and takes them out again and he's exhausted. . . . He drives 700 miles and when he gets there no one knows him any more, no one welcomes him. And what goes through a man's mind, driving 700 miles home without having earned a cent? Why shouldn't he talk to himself? . . . When he has to go to Charley and borrow \$50 a week and pretend to me that it's his pay? How long can that go on? How long? You see what I'm sitting here and waiting for? And you tell me he has no character. The man who never worked a day but for your benefit? . . . When does he get the medal for that?"



DIRECTOR AND AUTHOR of *Salesman* are Elia Kazan and Miller, who worked together on Miller's hit, *All My Sons*, which won critics' prize in 1947.



How old are you in
your daughter's eyes?

Suppose a younger woman comes to you again and again full of enthusiasm for discoveries she has made. And you show that you are indifferent to almost all of her new ideas. Then don't be surprised if she thinks you "set in your ways"—and "old" . . . You are probably also missing some excellent suggestions.

To many girls, Tampax is an important discovery indeed—a sensible, practical way to provide for monthly sanitary protection. Tampax discards belts, pins and external pads. It is worn internally and *cannot be felt* when in place. No hampering bulk or chafing. No odor—because odor cannot form. No need to remove before taking bath.

Tampax was invented by a doctor and is now used by millions. Made of compressed absorbent cotton, each Tampax is firmly stitched and enclosed in an efficient applicator. Changing is quick. Disposal easy (only 1/9 the size of external pad). Average month's supply slips into your purse. Buy at drug store or notion counter and have ready when needed. *Three absorbencies:* Regular, Super, Junior. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Massachusetts.



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90 PROOF—
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Whiskey Value!



FLEISCHMANN'S PREFERRED

* THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 35% STRAIGHT WHISKIES. 65% NEUTRAL SPIRITS DISTILLED FROM GRAIN. 90 PROOF. BLENDED WHISKEY. THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.



LAVELLI OF YALE

"Blind" hook shot makes him basketball's top scorer



This photograph depicts one of the most spectacular offensive weapons college basketball has ever known. It is the one-hand hook shot used by Yale University's Tony Lavelli. Lavelli's specialty is distinguishable from conventional shots in that he scarcely looks at the basket. With measured strides he dribbles away from the hoop (*above*) to one of several spots where, through long practice, he is instinctively oriented with the basket. Then he soars into the air and whips the ball over his shoulder, turning his head only at the last instant. The

shot is virtually impossible to guard, as Princeton players found out on Feb. 5. That night, when Yale defeated Princeton 74-48, Lavelli made 11 such shots out of a total of 40 points, a new Eastern Intercollegiate League record for a single game. This boosted Lavelli's four-year total to 1,699 points, putting him ahead of such great scorers as Hank Luisetti and Bob Kurland. If he maintains his 23-point average, Lavelli will surpass the 1,870 scored by George Mikan in four years to become the leading scorer of all time in major college competition.

It's a
better dress..



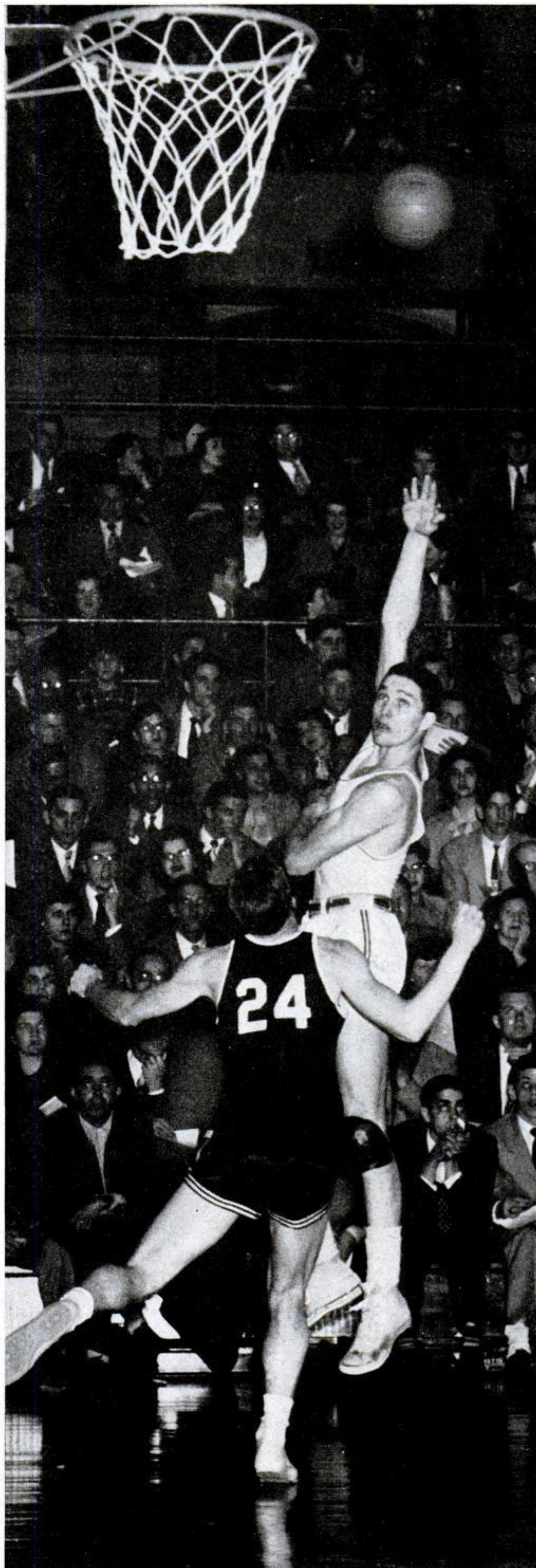
if IT'S A
DAN RIVER
FABRIC

New dimensional stripes,
designed to make you look
slimmer; in Dantone®,
fashion's favorite combed
cotton weave. Thoroughly
washable, fast color,
Sanforized*—
Dan River Mills, Inc.

Georgiana Dress. Rose-and-gray,
blue-and-brown, blue-and-green. Sizes 14 to 42.
About \$11 at Abraham & Straus, Brooklyn;
Filene's, Boston; Carson, Pirie Scott, Chicago;
The May Company, Los Angeles;
Foley Bros., Houston.

*Fabric shrinkage no more than 1%

Tony Lavelli CONTINUED



LAVELLI SCORES, expertly tossing his hook shot over the head of a helpless Providence College player. He made 23 points as Yale won easily, 88-51.

GOOD...



any old time!

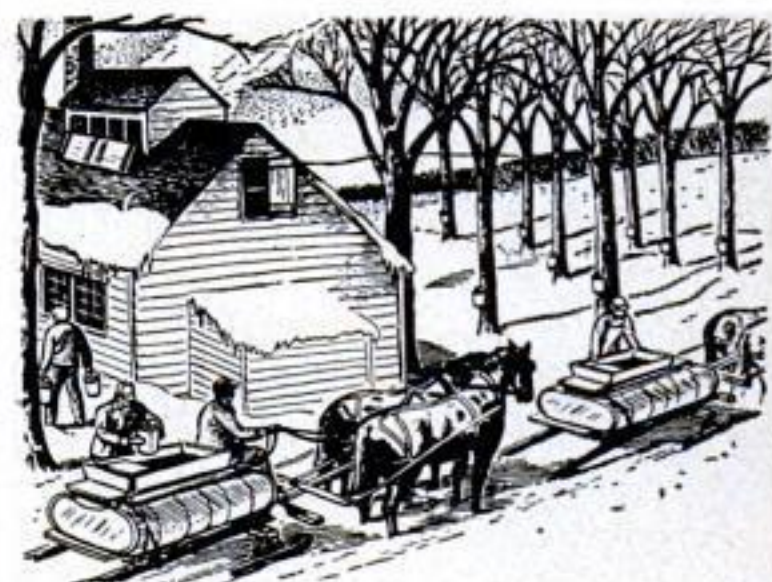


the cracker
with
that swell
cheese
flavor



America's
largest selling cheese cracker!

Sunshine Biscuits, Inc.



The gathering of Vermont maple sap
starts with a rush when frosty early
spring nights are followed by brilliant,
sunny days.

**Gives you real
maple sugar flavor**

The delicious taste of real maple sugar—
it's a downright mouth-watering treat!
And it's a treat you get in every bottle
of our Vermont Maid Syrup.

Our skilled blenders take maple sugar
with a full, rich flavor, then blend it with
cane sugar. This blend gives you, at mod-
erate cost, uniformly rich and delicious
real maple sugar flavor. At
your grocer's.

Penick & Ford, Ltd., Inc.
Burlington, Vermont



Vermont Maid
Syrup

CONTINUED ON PAGE 127

Quality "sweet goods"
are baked with **dextrose**
food-energy sugar



*Buy It Baked
...It's Better*

Derived chiefly from golden American corn, grown by American farmers, dextrose... food-energy sugar... is 100% American. Its production and distribution give employment to many thousands of Americans.



Your baker, combining scientific research with practical baking experience, uses dextrose and sucrose (both fine sugars) to make your favorite "sweet doughs" more delicious.

The use of dextrose enables the baker to avoid over-sweetness, to improve texture and to emphasize the flavor of these fine bakery products.

CORN PRODUCTS REFINING COMPANY
One of the producers of dextrose... a natural sugar

FREE! For showing in schools, clubs, etc., animated Technicolor 16mm sound film, "The Story of Human Energy". Please write Corn Products Refining Co., 17 Battery Place, New York 4, N. Y.

The FRAZER Manhattan

...for those who want the finest!

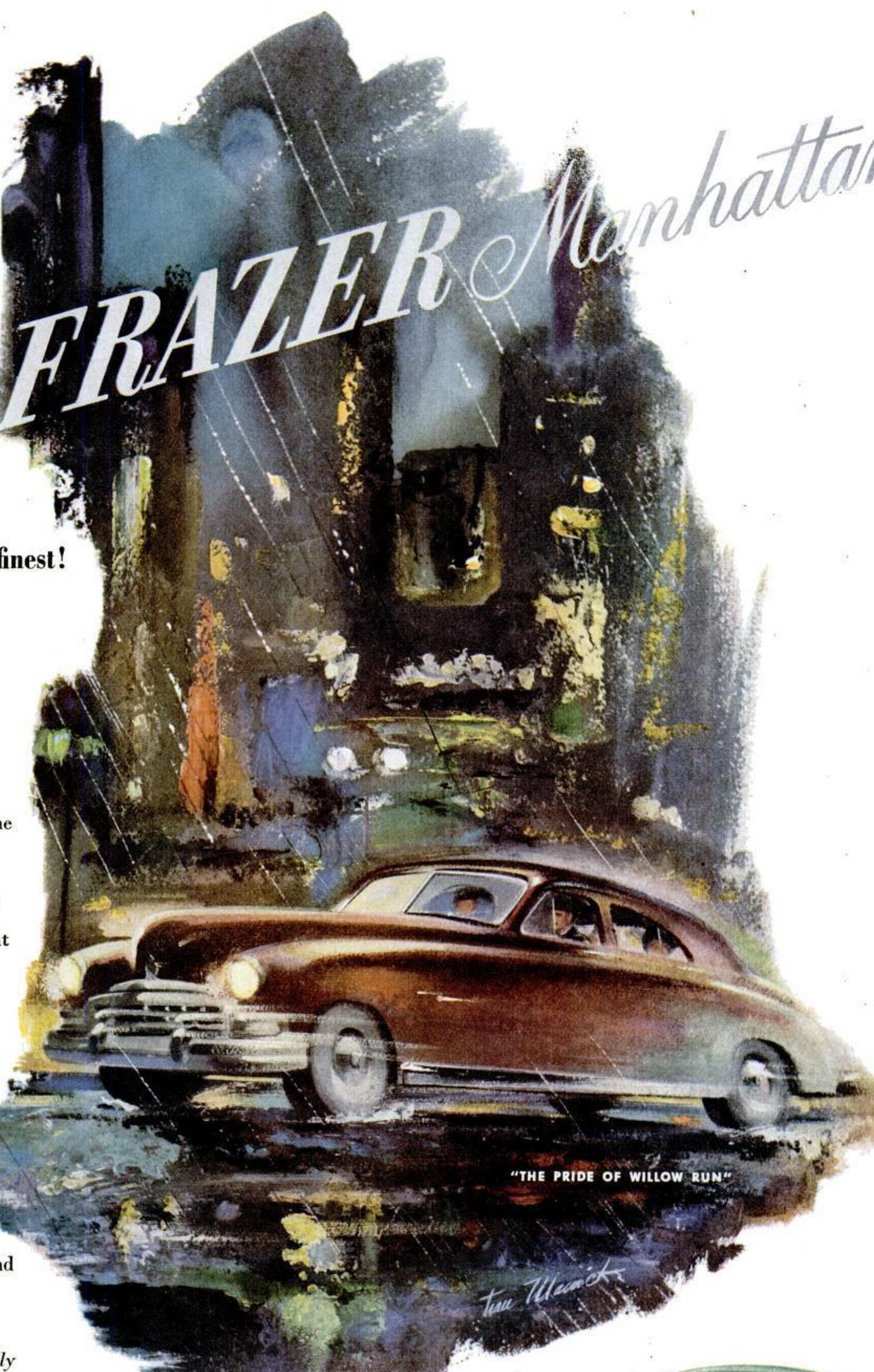


In two years this outstanding motor car achievement has won overwhelming acceptance. Its fame is international! Not only for its low-slung, lovely appearance and its power-packed performance, but for the opportunity it affords to express *your* personality! Its stylists offer you *twice as many*

choices of colors and fabrics as ever graced a fine car before and at no additional cost.

The Frazer Manhattan is *especially yours* for its new *beauty*—new *power!!!* (plus added economy!)—and new joy of *ride* and *roominess*.

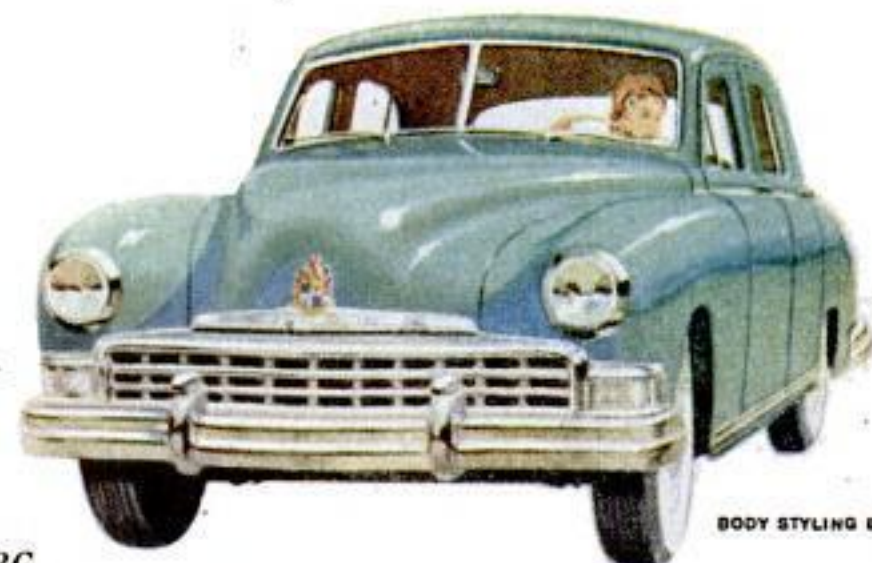
Drive one today and you'll see what we mean.



"THE PRIDE OF WILLOW RUN"

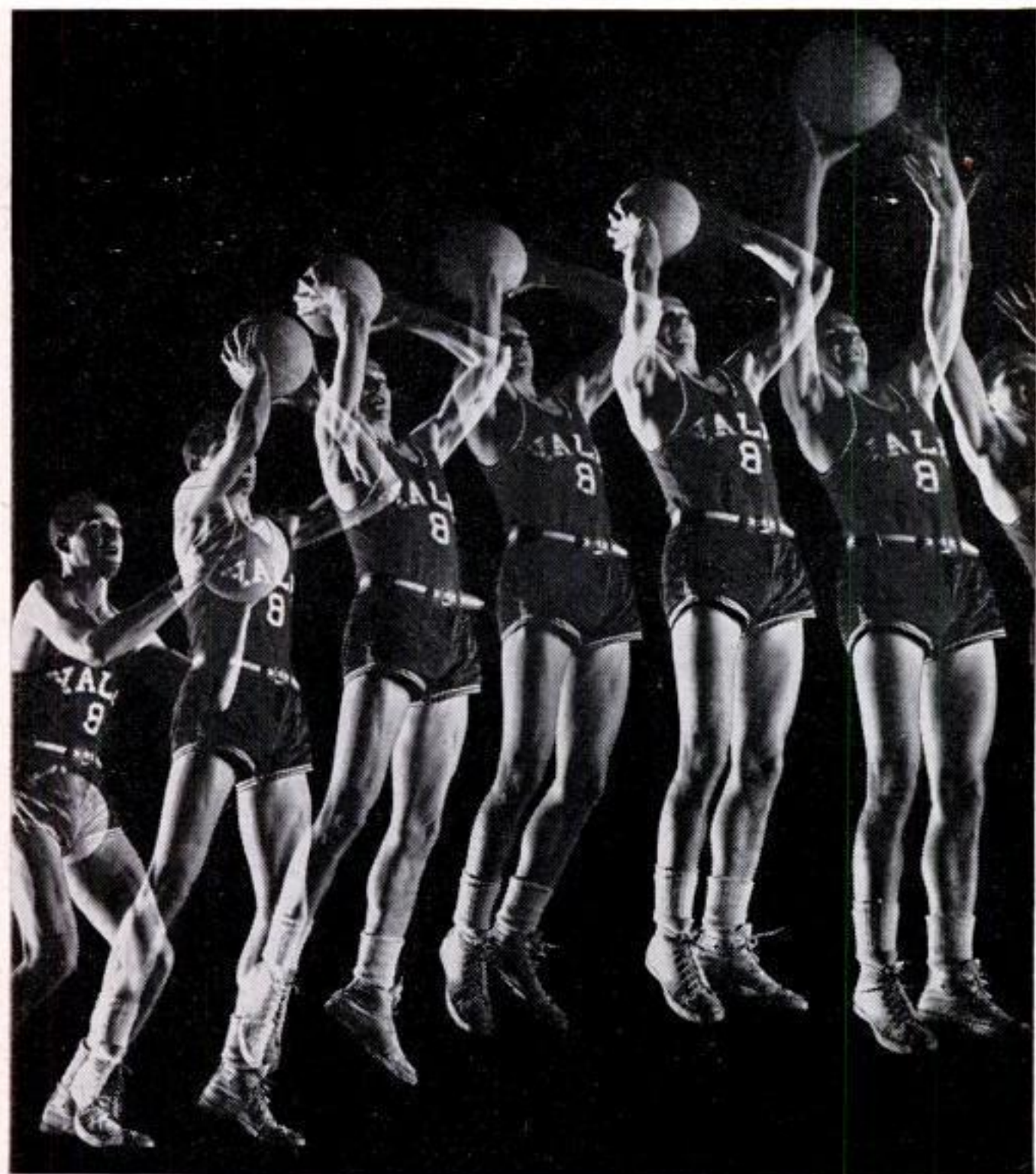
See and drive the new FRAZER—
low and lovely—packed with power—
at your dealer's now.

Listen to "WALTER WINCHELL" Sunday Nights ABC



BODY STYLING BY GARRIN

"THE BEAUTY AND DISTINCTION OF CUSTOM CAR STYLING"



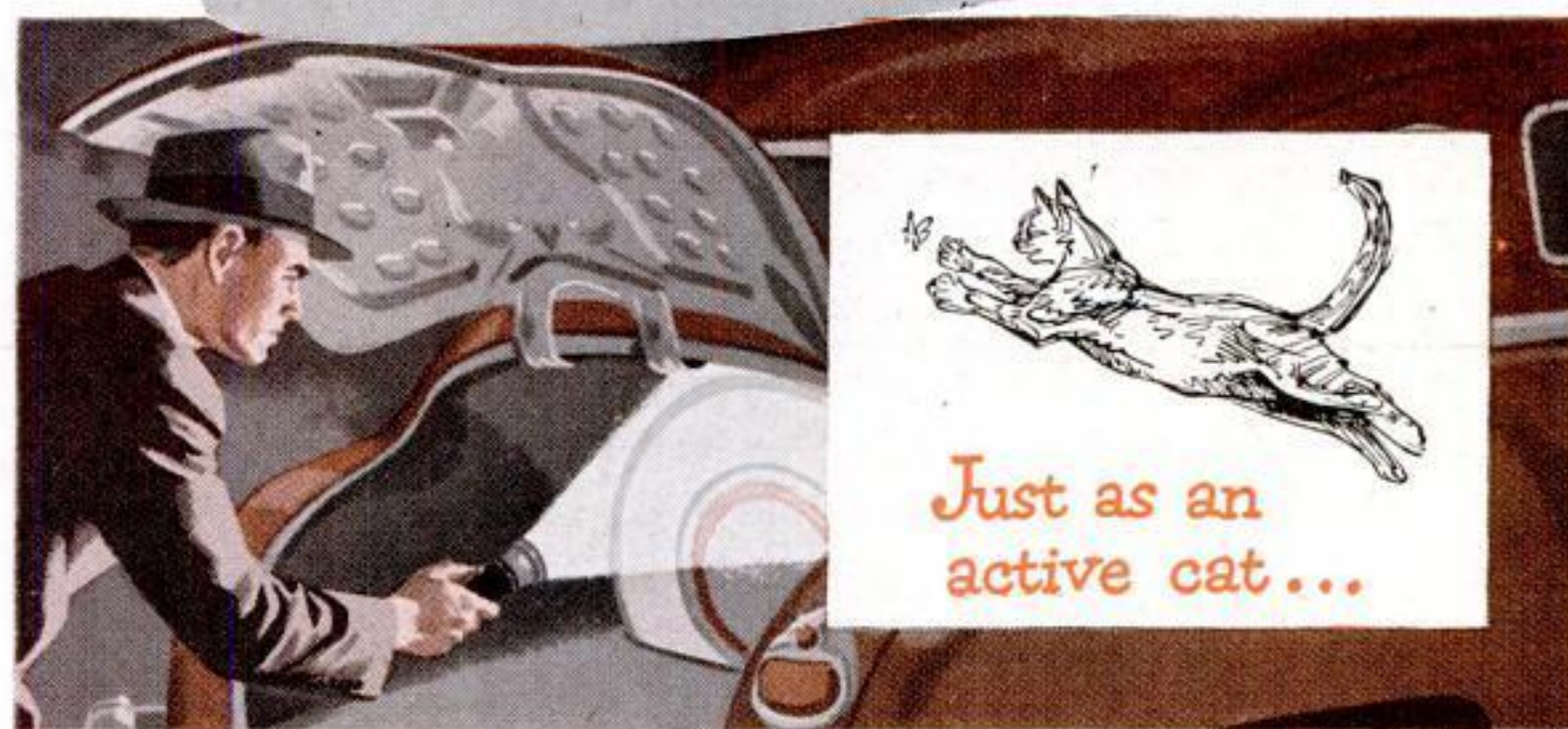
LAVELLI DEMONSTRATES TWO-HAND OVERHEAD SHOT USED ON REBOUNDS

LOOK, TWO HANDS

Tony Lavelli started perfecting the hook shot shown on the preceding pages when he was in Somerville, Mass. high school. Now he is so sure of himself that he rarely bothers to practice that technique, devoting his time to rehearsing two-hand overhead shots (*above*), which he uses underneath the basket, and one-hand pushes at long range. Yet basketball is not Lavelli's first love and never has been. A 22-year-old music major at Yale, he plays the accordion (*below*) and the piano with considerable facility and hopes to be a great composer someday. But while continuing his studies at a graduate school of music in New York or Boston he would like to play professional basketball for a year or two.



PLAYING THE ACCORDION has won Lavelli theater engagements in New York, Washington, Montreal. He likes to play folk songs at fraternity parties.



NATURALLY, when you use your flashlight, you use up some of the power in the batteries. But "Eveready" batteries recover power between uses—thanks to a reaction of chemicals in the batteries. Yes, "Eveready" batteries *bounce back* for extra life! Insist on "Eveready" batteries for your flashlight—they're the largest-selling brand in the world!

The registered trade-mark "Eveready" distinguishes products of
NATIONAL CARBON COMPANY, INC.
 30 East 42nd Street, New York 17, N. Y.
 Unit of Union Carbide and Carbon Corporation

10 Million Answers a Month to...

THE LIE

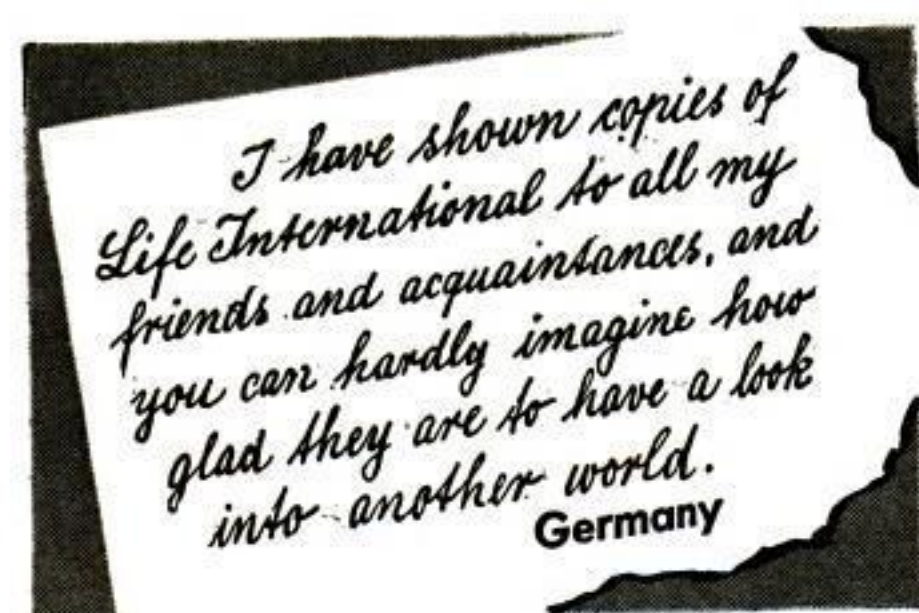
THE KREMLIN did not go unchallenged last year in its war of words to warp and win the minds of men abroad.

As part of America's counteroffensive, millions of U.S. magazines and newspapers were speeded across our borders and over the oceans to report the truth of the world's events, week after marching week.

All along the fringe of the Iron Curtain (and sometimes behind it), these publications found their readers.

Men in trouble, men sorely puzzled, men and women whose inner convictions wavered—found the strength to resist Soviet propaganda in these clear, true chronicles from America—in these daily, weekly, fortnightly, and monthly accounts of what was being done, said, thought, written, painted, built, and destroyed in and around their world.

TIME and LIFE have shared, with many other members of America's press, the privilege of rendering this service to the free world—for twenty million copies of TIME's and LIFE's International Editions went out of the United States in 1948*.

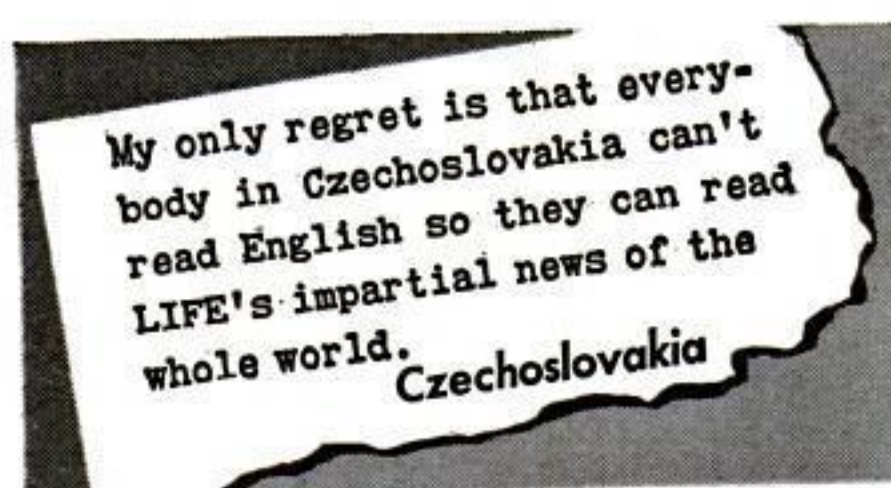


Now, therefore, at the beginning of what may well be the most critical year of all, the Publishers of these magazines make the following report of their stewardship...

It was more than three years ago, in September, 1945, that Time Incorporated made its decision to enter the business of international publishing on a

world-wide scale. On that occasion, it circulated to its employees a memorandum which gave the following reasons for doing so...

1. We believe that the U.S. is today, and will continue to be tomorrow, a dynamic part of the world, and in that belief we consider that our journalistic techniques and publishing capacities can be a significant facet of the projection of America.
2. The technological circumstances of the modern world do not permit us to bottle up TIME and LIFE inside the U.S.
3. We also believe that, with energetic and intelligent management, our overseas activities, which have been costly, can become a profitable part of this company.



In those days the world presented exactly the kind of challenge which is most stimulating to Americans. It asked for the chance to rebuild itself—it offered opportunity along with problems and rewards. Time Incorporated wanted to be part of that great rebuilding.

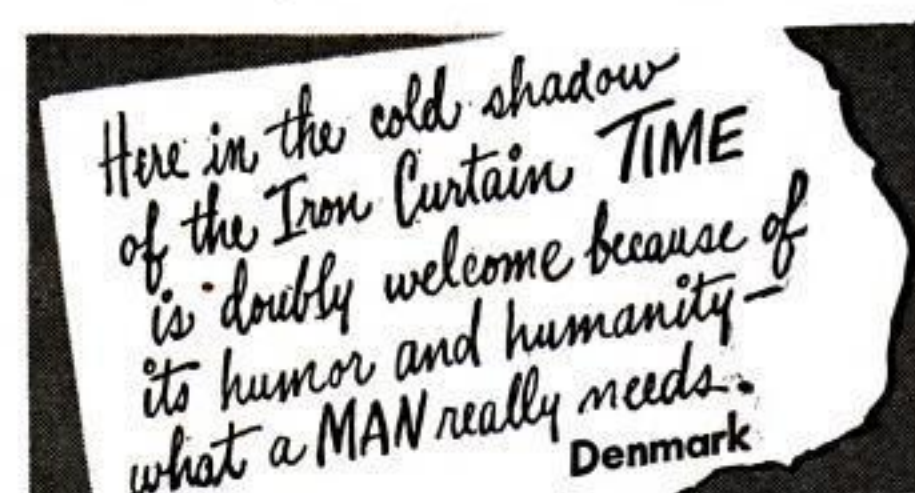
Now, more than three years later, the four International Editions of TIME and world-wide LIFE International have become indeed "a significant facet of the projection of America." For evidence in part, read the statements (a very few of many thousands received) which are printed as part of this advertisement.

What is more, these magazines are being distributed in more than 100 countries beyond continental United States.

And "the technological circumstances of the modern world" have been so harnessed that in the great majority of these countries TIME gets its news into

the readers' hands no later than the Monday issue date printed on its cover.

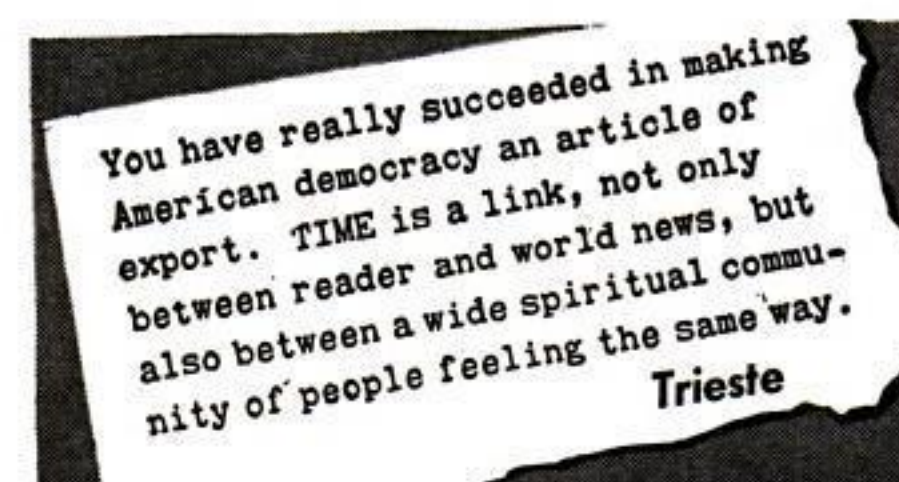
And, finally—despite dollar shortages and blocked currencies, despite restrictions and quotas, despite



censorship and bans—the International Editions of TIME and LIFE turned the corner as a business operation in 1948.

Time Incorporated is proud to have been able to engage in these international publishing activities during the past thirty-nine pivotal months in world history.

And it here states its conviction that if its 1945



credo for TIME and LIFE International had any meaning or virtue or truth four years ago—that meaning, virtue and truth is multiplied a hundred-fold for the future.

*The circulation and readership figures in this advertisement are based on the following table:

	Circulation	Readers Per Copy	Estimated Readership Per Issue
TIME International Weekly	261,546	4	1,046,000
LIFE International Fortnightly	252,082	10	2,521,000

The headline expresses the total monthly readership of both these publications in 1948—during which Time International distributed 52 issues and Life International 26 issues, totaling about 20 million copies.



The International Editions of TIME and LIFE

PUBLISHED BY TIME INCORPORATED

9 ROCKEFELLER PLAZA • NEW YORK 20, NEW YORK



SNUG HAND-KNIT CARDIGAN FOR AFTERSKI LOUNGING HAS SHORT SLEEVES AND TIGHT COLLAR. BY GRETA PLATTRY, IT COSTS \$25

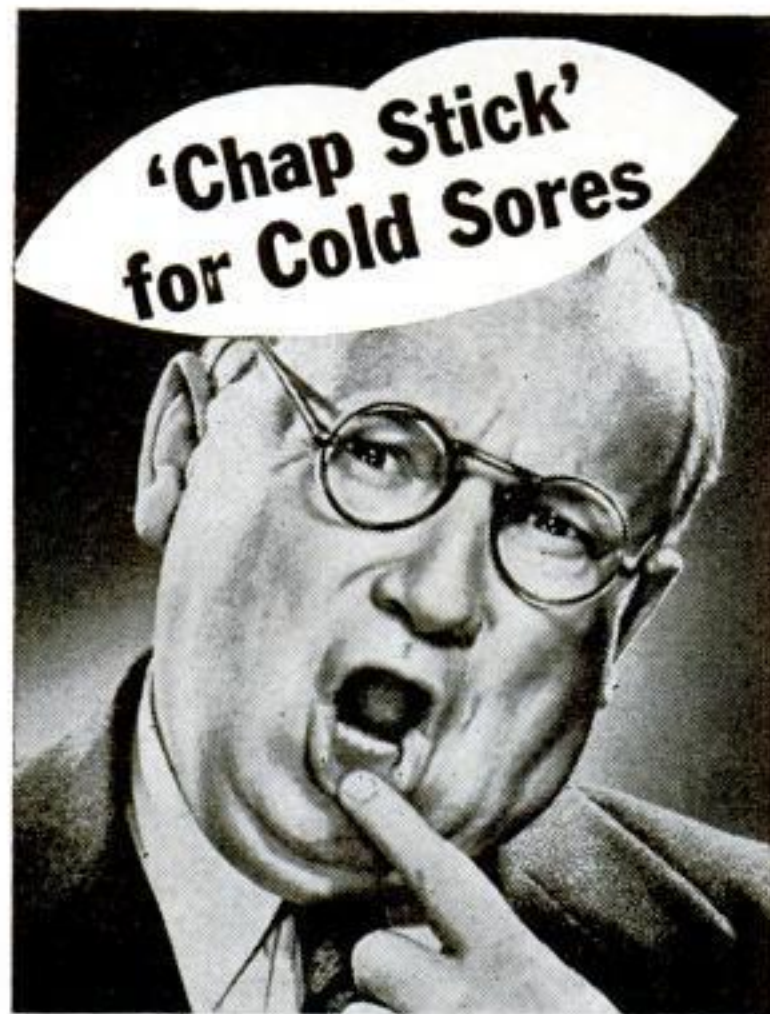
Cardigans

OLD SWEATER GETS NEW USES

This winter the cardigan sweater (named in honor of the 19th Century English Earl of Cardigan) has turned up in a lot of new shapes and places. Traditionally a hip-length, button-down-the-front sweater for easygoing occasions, it is now made short and tight as a stylish afterskiing jacket. Others, like the bolero model by Mainbocher at right, are tailored for lunches or teas. Still others (p. 130) have been fancied up with brass buttons and costume jewelry for resort wear on chilly evenings. Some women are even beginning to wear them as part of a formal costume. In high school, more popular but just as sloppy as ever, cardigans appear in a variation called the "Natch," patterned after boys' letter sweaters.



RIB-LENGTH CARDIGAN is made to order for society's most fashionable women by Mainbocher.



Use 'CHAP STICK', the specially medicated lip balm for those painful cold sores that follow colds or fever. Handy, pocket-size 'CHAP STICK' is antiseptic, extra soothing—swift to bring relief. Why not buy a personal 'CHAP STICK' for everyone in the house? Use it at the first sign of cold sores or weather chapped lips.



MEN!
Use
this

on your chapped hands!

'CHAP-ANS', a brand new idea in hand creams—made especially for men. No other can give you the 'Chap-ans' formula. Its special medication brings soothing, healing comfort to rough fingertips, cracked knuckles, sore, calloused hands caused by cold, wind, wet and dirt.

Sportsmen, workmen—professional men—all men will find 'Chap-ans' the answer to what men's hands need. Antiseptic, quickly absorbed—and the handy man-sized tube makes it easy to use.



Chap-ans®

Chap Stick Co., Lynchburg, Va.

KEEPS HANDS FIT



TRADITIONAL CARDIGAN now comes with a short dinner dress as resort and summer costume. By Rose Barrack, this is \$100.



WAIST-LENGTH MODEL also for resort wear goes well with dresses or shorts. A Groblue design, it has brass buttons, costs \$35.

**SOONER
or
LATER**

you're going
to own a...

BOLEX



H-16
H-8

THE finest in everything is one of life's goals... one such goal is Bolex. No other movie camera is quite like Bolex—H-16 or H-8. None provides more reality, none offers greater versatility, none gives more satisfaction. Sooner or later you're going to own a Bolex—why wait?



BOLEX L-8... "tops" in small double 8mm cameras. With suede carrying case, leather wrist strap, uni-focus 12.5mm f:1.9 coated and color-corrected lens, \$119.50, inc. tax.



At Your Dealer or Write Dept. L-2
AMERICAN BOLEX CO. INC., 521 FIFTH AVE., N.Y. 17

Callouses

Doctor's Speedy Relief

You'll quickly forget you have painful callouses, burning or tenderness on the bottom of your feet, when you apply Dr. Scholl's Zino-pads. Thin, soft, wonderfully soothing, cushioning, protective. Separate Medications included for quickly removing callouses. Get a box today. Cost but a trifle.



Dr. Scholl's Zino-pads



**Get Relief
QUICKER**

From Your Cough
Due to a Cold

FOLEY'S Honey & Tar
Cough Compound



ADVERTISED IN
LIFE

... means news of
famous products...
to 26,000,000 LIFE
readers each week



"Splendid Reports for
Douglas... Straight
'A' for Karel"...

...and their parents give
much of the credit to

The World Book Encyclopedia

Here is a photograph of DOUGLAS AND KAREL KINGHAM, typical American youngsters who do *better* than average in school. This is due largely, say their parents, to their having THE WORLD BOOK ENCYCLOPEDIA at home. Mrs. Kingham writes:

"The World Book has proved invaluable to my two children in school. Both children have won acclaim for their scholarship. Douglas, in third grade, brings home splendid report cards. Karel has made a straight 'A' average in high school this year.

"Mr. Kingham and I give much of the credit for our children's scholastic success to the World Book. No family with school-age children should be without it."

—From an unsolicited letter written by Mrs. Glenn S. Kingham,
50 Jenny Lane, Indianapolis, April 20, 1948



9 out of 10 families report their
children advance more rapidly
with WORLD BOOK ENCYCLOPEDIA

Many parents are as enthusiastic as Mrs. Kingham about the World Book, a national survey shows. When parents throughout America were asked if their children had benefited from having the World Book, nearly 9 out of 10 said "Yes!" They reported that their children had received better grades in school, through building the habit of wanting to know. And the child who knows is the child who succeeds.

Parents, too, find the World Book a gold-mine of information. Its 10,000 pages, with more than 18,000 illustrations, make fascinating reading. Prominent educators and librarians have recommended the World Book for more than 30 years as "helpful to readers from 6 to 60."

A FREE BOOKLET will show you actual pictures and pages from the new World Book. Send in the coupon today!

TIME PAYMENTS: Yes, you can purchase the World Book on convenient monthly terms! As little as 20c a day!



WORLD BOOK is sold only by authorized representatives. There may be an opportunity to represent World Book in your community. Dignified, profitable employment if you qualify. Free training. No investment required. Write Manager, H. V. Phalin, WORLD BOOK, 35 East Wacker Drive, Chicago 1, Illinois.

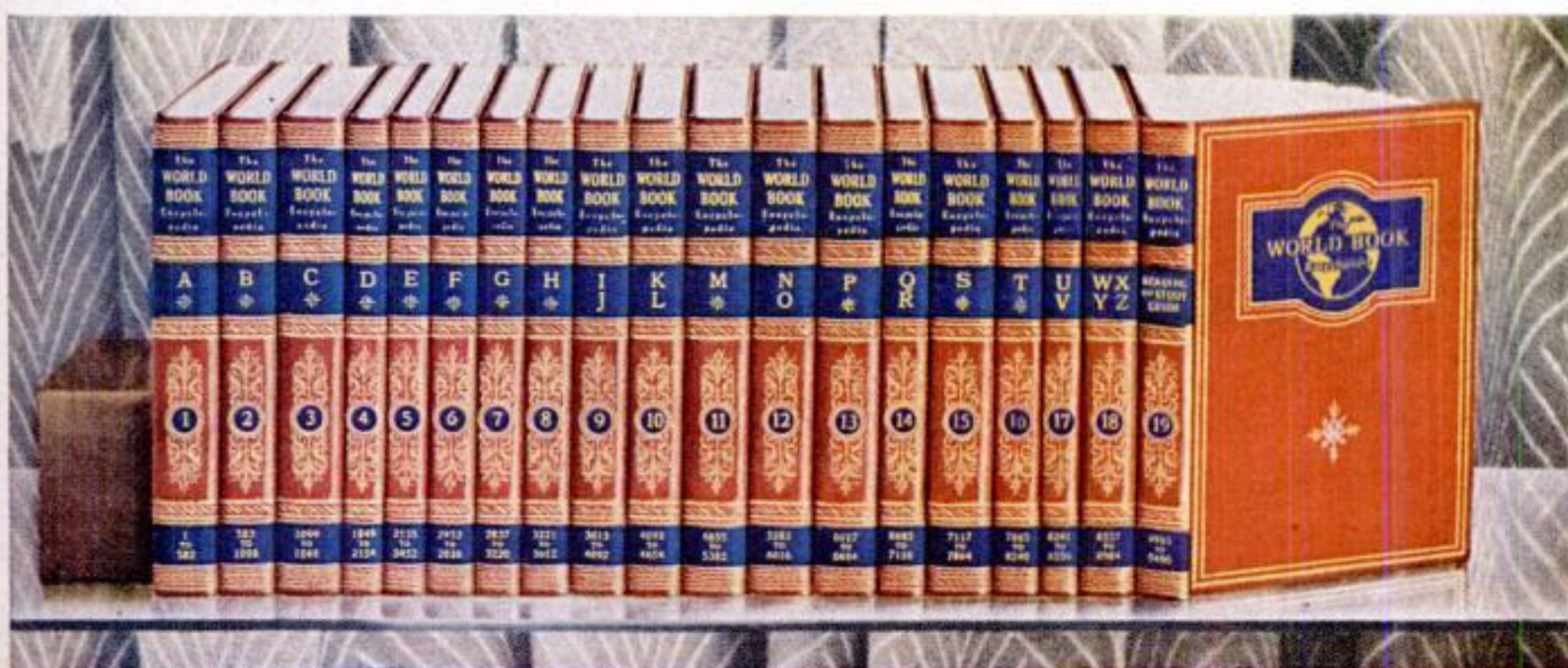
Dept. LI-249, The World Book Encyclopedia
35 East Wacker Drive, Chicago 1, Illinois

Please send me, without obligation, free booklet showing pictures and pages from the Completely New World Book.

Name _____

Address _____
(If outside city, give R. F. D. and name of road.)

City _____ Zone _____ State _____



New!
New!
New!

The Completely New
\$2,000,000 Edition!



Modern or traditional?

IT'S A MATTER OF CHOICE . . . No single style of furniture ever designed can be everybody's favorite.

Similarly, no single brand of whiskey can taste best to everyone. That's why we take the common sense attitude that Hunter's delicate-

ly *different* flavor will taste best to a great many men, but not necessarily to all men. It's a matter of choice!

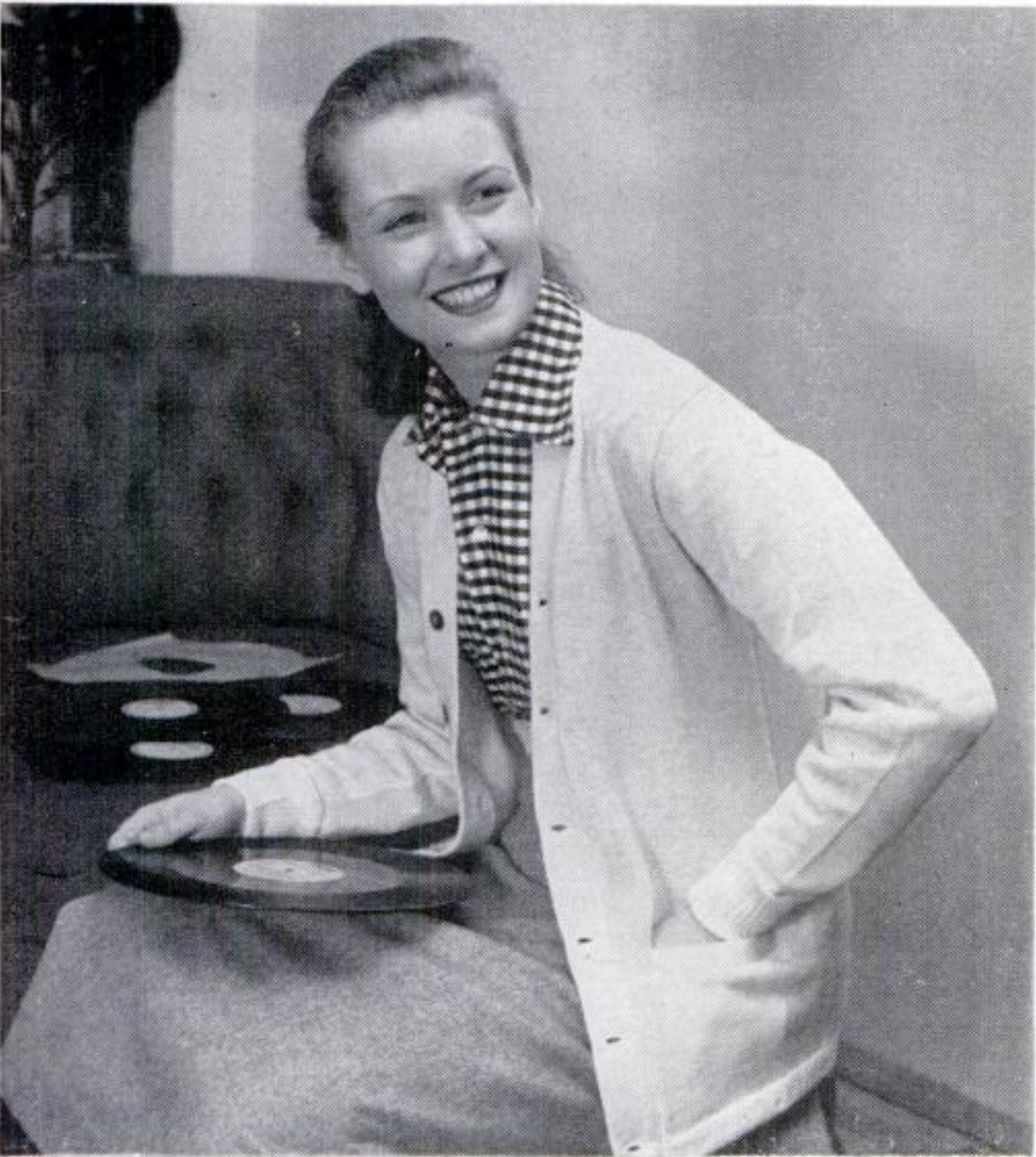
We do sincerely believe you should try Hunter. Try it because it is different. Try it and form your own opinion!

HUNTER

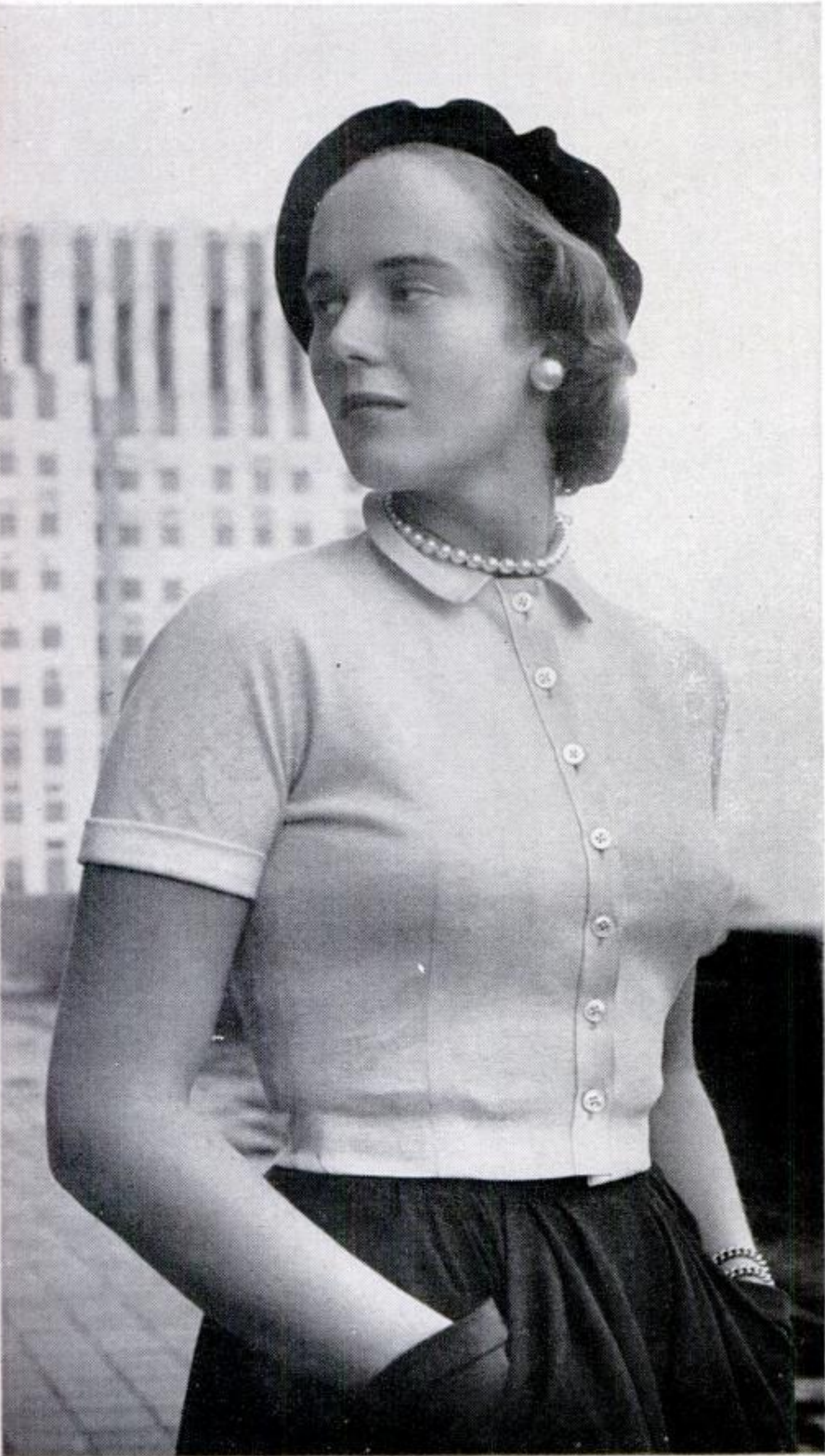
SINCE 1860

First over the Bars

HUNTER-WILSON DISTILLING COMPANY, INCORPORATED, LOUISVILLE, KENTUCKY. BLENDED WHISKEY, 92 PROOF. 60% GRAIN NEUTRAL SPIRITS.



THE "NATCH," teen-age fad since fall, is a rough-and-ready cardigan resembling male athletic sweaters. It costs only \$8.95.



SNUG CARDIGAN blouse (Sportswear Originators, \$11.95) is worn over pegtop skirt, may replace last season's shirt and skirt.



No matter how you sleep or what you weigh,
you sleep better on an Englander



Big Boy
240 lbs.



Bird Dog
49 lbs.



Twister
112 lbs.



Englander Red Line brings you the first
really new mattress idea in 50 years

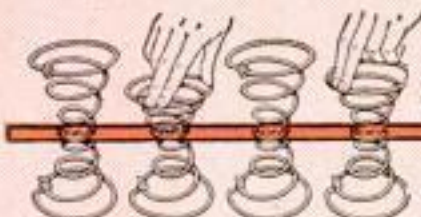
FOR YEARS THIS... FOR YEARS THIS... NOW! INDIVIDUAL SPRING ACTION



Coils held together at top and bottom by cotton sacks. This method prevents individual spring action.



Coils held together at top and bottom by wire. This method prevents individual spring action.



Sleep in Comfort
Sleep in Health

Englander coils are held together only at the center by flexible ribbons of steel. This exclusive method permits individual spring action. That's why the upper half of an Englander cushions and cradles your body. "Roll-to-the-middle," when sleeping double, eliminated. Lower half supports you firmly, healthfully, as doctors recommend.

© 1949, The Englander Company, Inc., Chicago, Illinois

Shown above, the new Super Bodyguard—\$49.75. Other Englander Red Line mattresses (twin or full size) or matching box springs to \$79.75.



WILD ELEPHANTS ARE DRIVEN THROUGH THE KAPILA RIVER TOWARD A CAMOUFLAGED TEAKWOOD CORRAL BY A HUGE ARMY OF BEATERS ON THE SHORE (BACKGROUND)

Life Goes on an Elephant Hunt

In Mysore forest the first big roundup of tuskers in a decade is turned into a supercircus for statesmen

The Indian elephant is an often endearing and usually reasonable animal which for several thousand years has known how to accept defeat gracefully. These qualities have helped preserve it from gunbearing sportsmen, who prefer the fiercer African breed, but they also have led to bondage. The capture and taming of Indian elephants is a fine art, practiced by mahouts who rope and tie them and leave them to struggle—and think it over. Being reasonable, the wild elephant ultimately realizes it is licked. It is then bathed, fed and trained for work.

Recently LIFE attended an elephant roundup ar-

ranged by the Maharaja of Mysore on a scale so impressive that Prime Minister Pandit Nehru (p. 140) saw fit to be present. Preparations for the roundup, or keddah, had taken several months. A deep trench had been dug around four sides of a forested area near the Kapila River, and inside this square a great stockade had been built of teakwood logs laced with heavy rope.

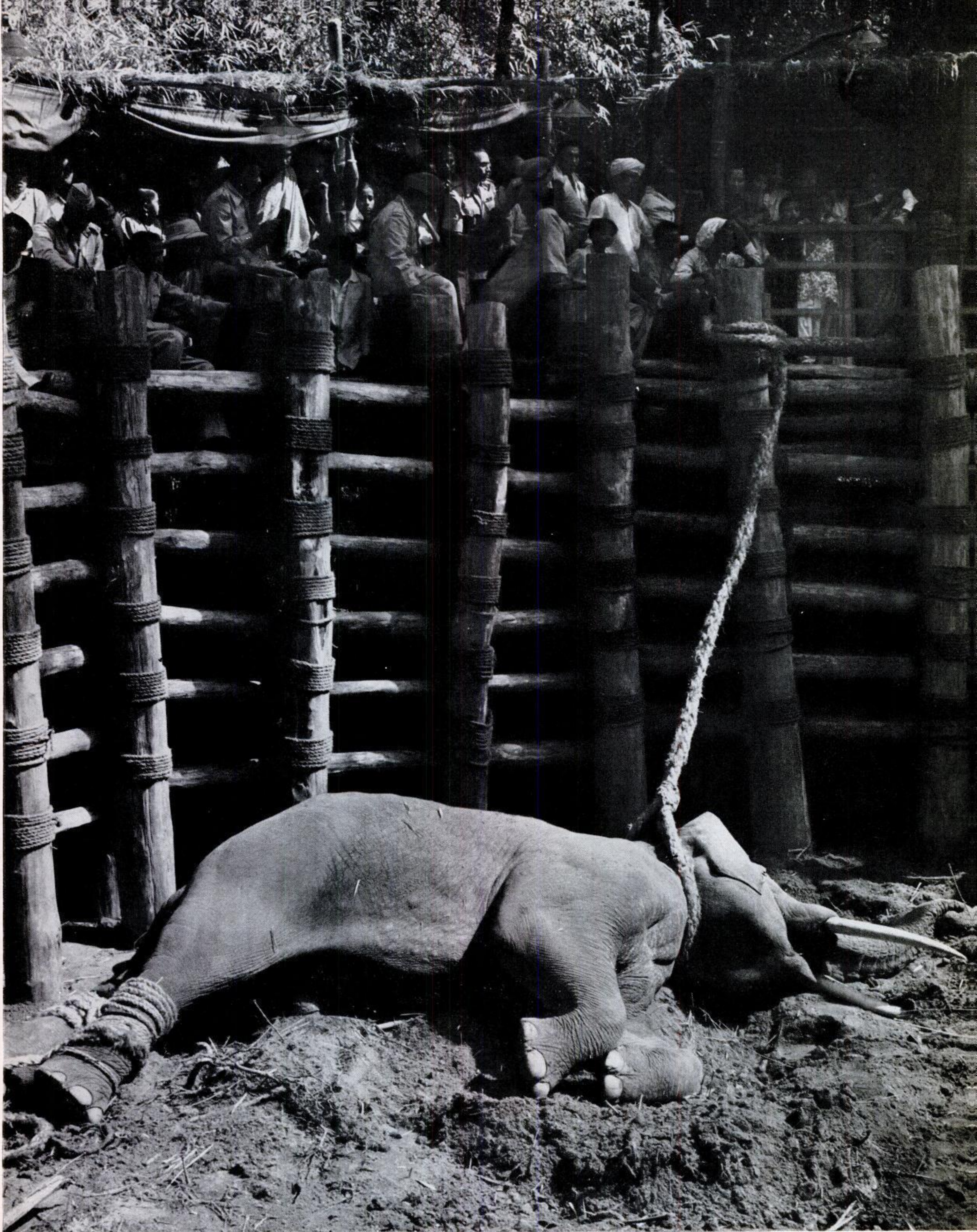
To begin the drive, mahouts mounted on tame elephants and some 1,500 beaters armed with noisy bamboo clappers and firecrackers entered a forest area frequented by wild herds on the opposite side

of the river. They surrounded the herd and drove it across the stream and into the big stockade. Then the mahouts, carrying their heavy lariats, forced the wild elephants into the smaller roping stockade and lassoed and tied them.

Three of the elephants died of their struggles but next day 37 others, worn down but still full of fight (p. 139), were led outside the stockade and tethered between trees. Within three months these captives, worth from \$1,000 to \$3,500 apiece (depending on the tusks), will be sufficiently tame to move lumber, march in processions and help catch more elephants.

LUMBERING OUT OF THE RIVER, SMALLER ELEPHANTS FOLLOW A BIG WILD BULL (LEFT) WHO IS UNWITTINGLY TAKING THEM INTO THE STOCKADE AND CAPTIVITY





DEAD OF EXHAUSTION, a captive elephant lies beside the stockade wall below a grandstand erected for spectators. This big tusker was roped by mahouts and tied fast

to the wall soon after it was guided into the stockade. Its struggles during its first night of thralldom were so intense that it collapsed and died. Most of the captives survived.

WHY...

your next watch should
be CURVED—not flat



Curvex Baron,
\$62.50

Your wrist is curved, not flat. Therefore, for greater comfort—better style, choose a curved wrist watch. But remember, a curved watch case should have a curved movement to fill the case to the maximum with sturdier parts—for brilliant accuracy! Only the Gruen Curvex* with the patented Curvametric* movement is curved outside for true beauty and inside for amazing accuracy! From \$49.75 including federal tax.



see the difference

A. Gruen Curvex with the famous patented Curvametric movement. Both case and movement curve together. Movement fills curved case to maximum. Result: large, sturdy, amazingly dependable parts.

B. Ordinary way. Case curved but movement is flat. Flat movement cannot fill curved case.

GRUEN CURVEX

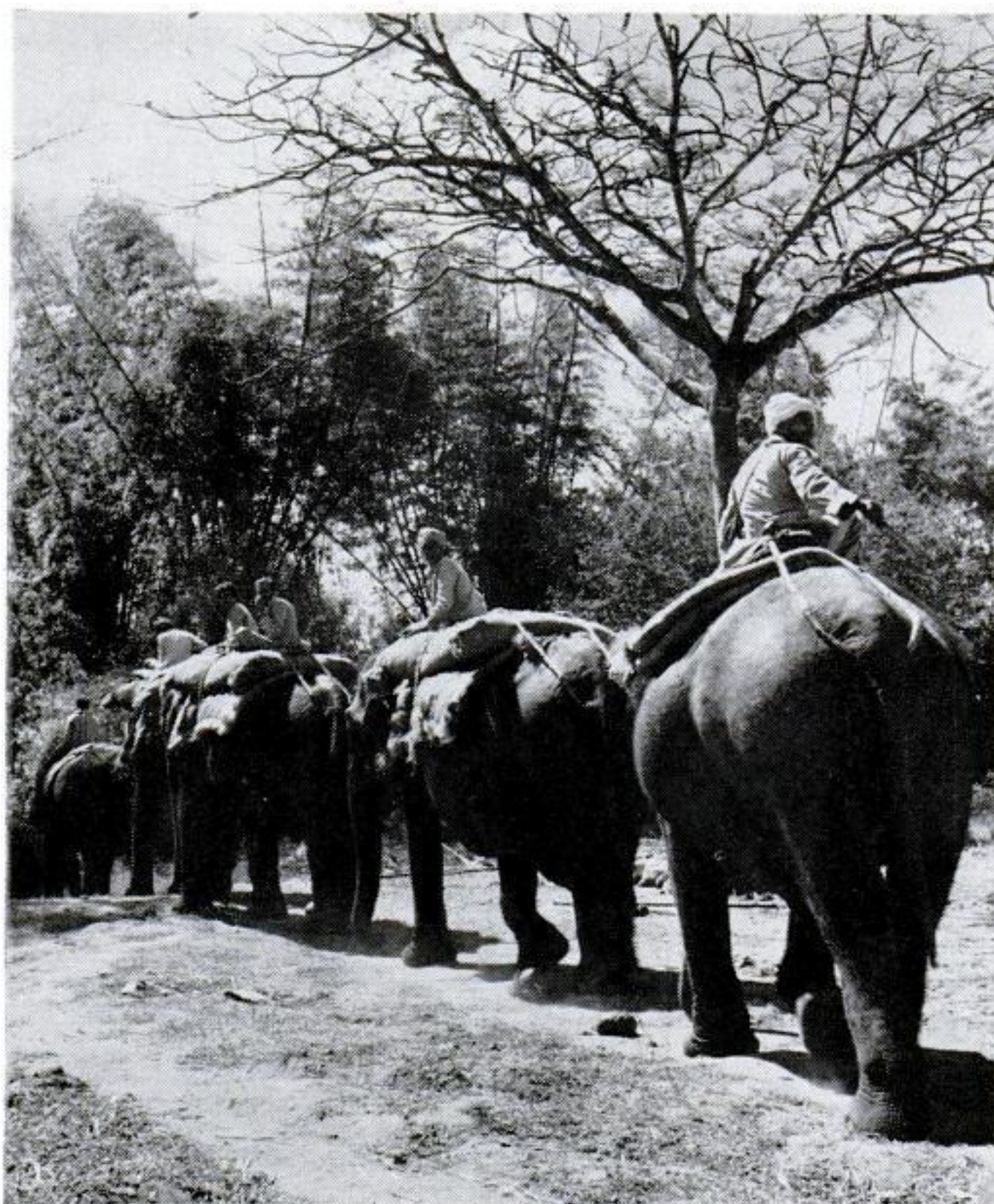
with the patented
Curvametric* movement

*REG. U.S. PAT. OFF.

Elephant Hunt CONTINUED



TRICKS OF THE TRADE of lassoing elephants have been developed in the last century. Here Mysore natives artfully prepare ropes for tying the tuskers.

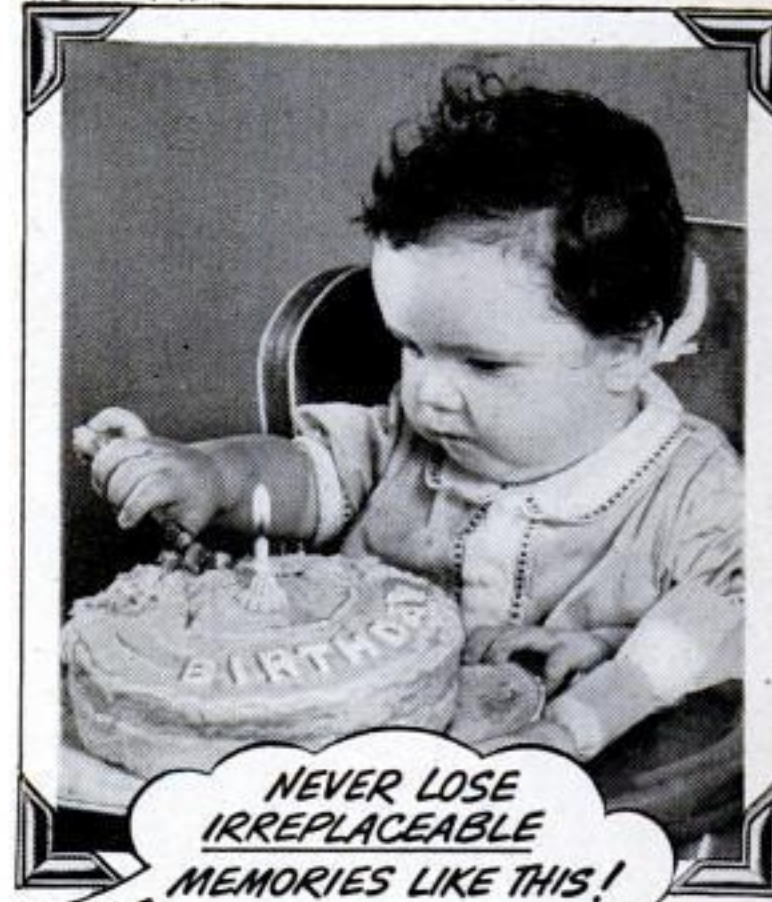


JUDAS ELEPHANTS, docile and well-trained, march into the forest with their mahouts aboard to join the beaters in nudging the wild herd toward trap.



PRECIOUS MEMORY!

"Bobbie's first birthday!"



NEVER LOSE
IRREPLACEABLE
MEMORIES LIKE THIS!

**MOUNT YOUR
SNAPSHOTS with...**

Sticks quick! Stays stuck! Thanks to NuAce super adhesive! Best for stamp mounting. Best for card mounting. Package of 100 for 10c. 12 colors & transparent! Get NuAce Mounting Corners today! At stores everywhere!



Ace Art Company · Reading, Massachusetts

Heide
CANDIES

JUJYFRUITS

5¢

I'm a rootin', tootin' cowboy
And I'm ridin' hard and fast
To make it to the candy store
While the JUJYFRUITS still last

HENRY HEIDE, INC. NEW YORK, N. Y.

CONTINUED ON PAGE 139



Everybody knows the sign of good coffee

WHAT MAGIC there is in a cup of Maxwell House coffee! When you enter a room from the winter chill outdoors, its full-bodied fragrance fills the air with a friendly invitation. As you enjoy that famous Maxwell House flavor . . . as you linger over its *extra* richness, *extra* mellowness . . . the tense and tired moods of the day take wing. This is *complete* coffee-drinking pleasure—this is what makes Maxwell House America's favorite, of all brands of coffee, at any price! It's truly "Good to the Last Drop!"

TUNE IN . . . Maxwell House Coffee Time . . . starring George Burns and Gracie Allen, NBC, Thursday nights.



NEWS! Now in
Instant form too!

Products of General Foods



Maxwell House...the one coffee with that



"Good to the Last Drop" flavor.

Copyrighted material

Here's how—

...to become a Smooth skier



1. If You're a Novice, then first learn to "walk with a glide," using poles to gain power and help maintain balance.



2. Next, the Kick Turn. Hoist one ski on heel, swing toe around and let it fall so it points in opposite direction. It's a help in climbing.



3. For Downhill Skiing, crouch low and forward, weight flat on both feet, skis in comfortable position not too far apart. Hold hands forward, poles pointing to rear.



4. In Snowplow, basis of all turns, skis form V, points together. To turn, shift weight onto ski pointing in direction of turn. Maintain crouch—"low and forward."



5. In Fast Turns across hill, "stem" or brake with downhill ski first, then swing uphill ski into snowplow and shift weight to opposite ski.



6. As You Attain Smooth Form like this, it's a truly mellow moment—one worthy of enjoyment with HAMM's smooth and mellow beer.

...to enjoy a Mellow moment



7. "Well Done," calls the instructor—while you call for HAMM's.



8. For Times Like This, nothing like HAMM's! It's the smooth and mellow beer preferred for mellow moments—first choice of millions for 83 years. Taste HAMM's and you'll prefer it, too.

Here's how...with

Hamm's Beer

Smooth and Mellow



Skiing Tips and Photographs prepared in collaboration with DICK DURRANCE, world-famed skier in the skiers' paradise of Aspen, Colorado

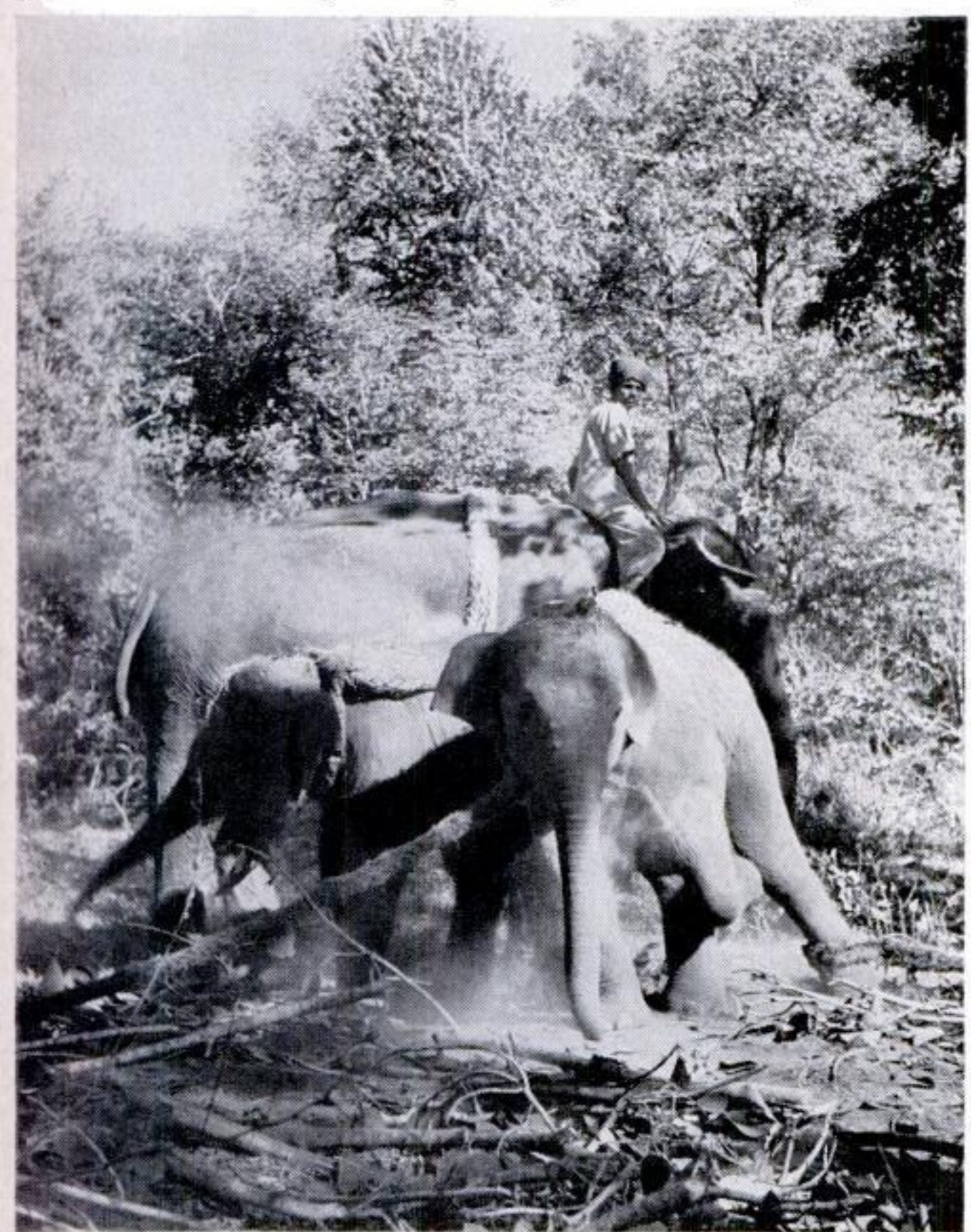
THEO. HAMM BREWING CO., ST. PAUL, MINN.

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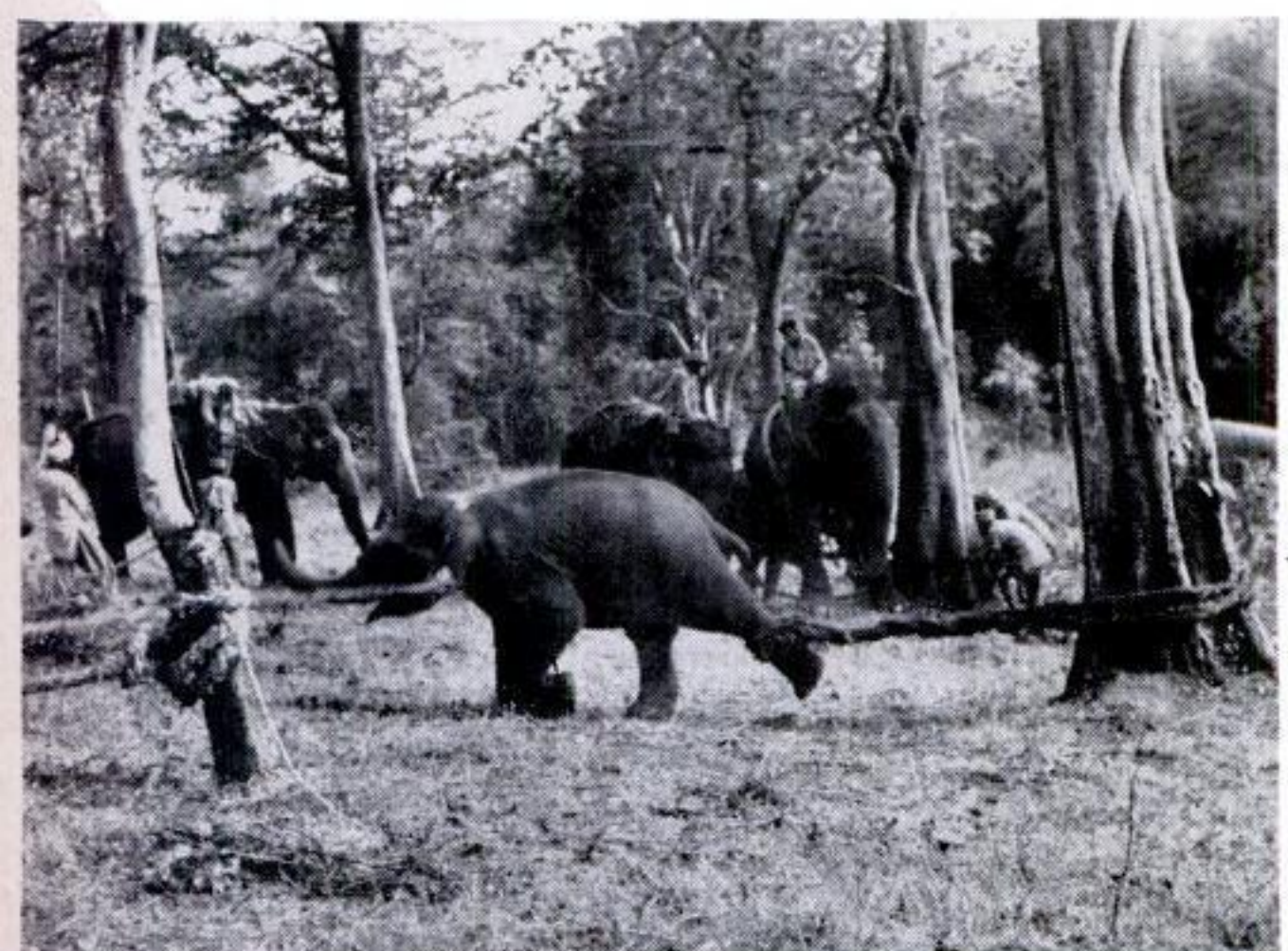
Elephant Hunt CONTINUED



TAMING STARTS in stockade into which elephants are first driven. Here process of exhaustion begins as elephants try to smash their way to freedom.



STILL FIGHTING, the wild elephants next morning are led to forest where, with help of large tame elephant, they are securely tethered between two trees.

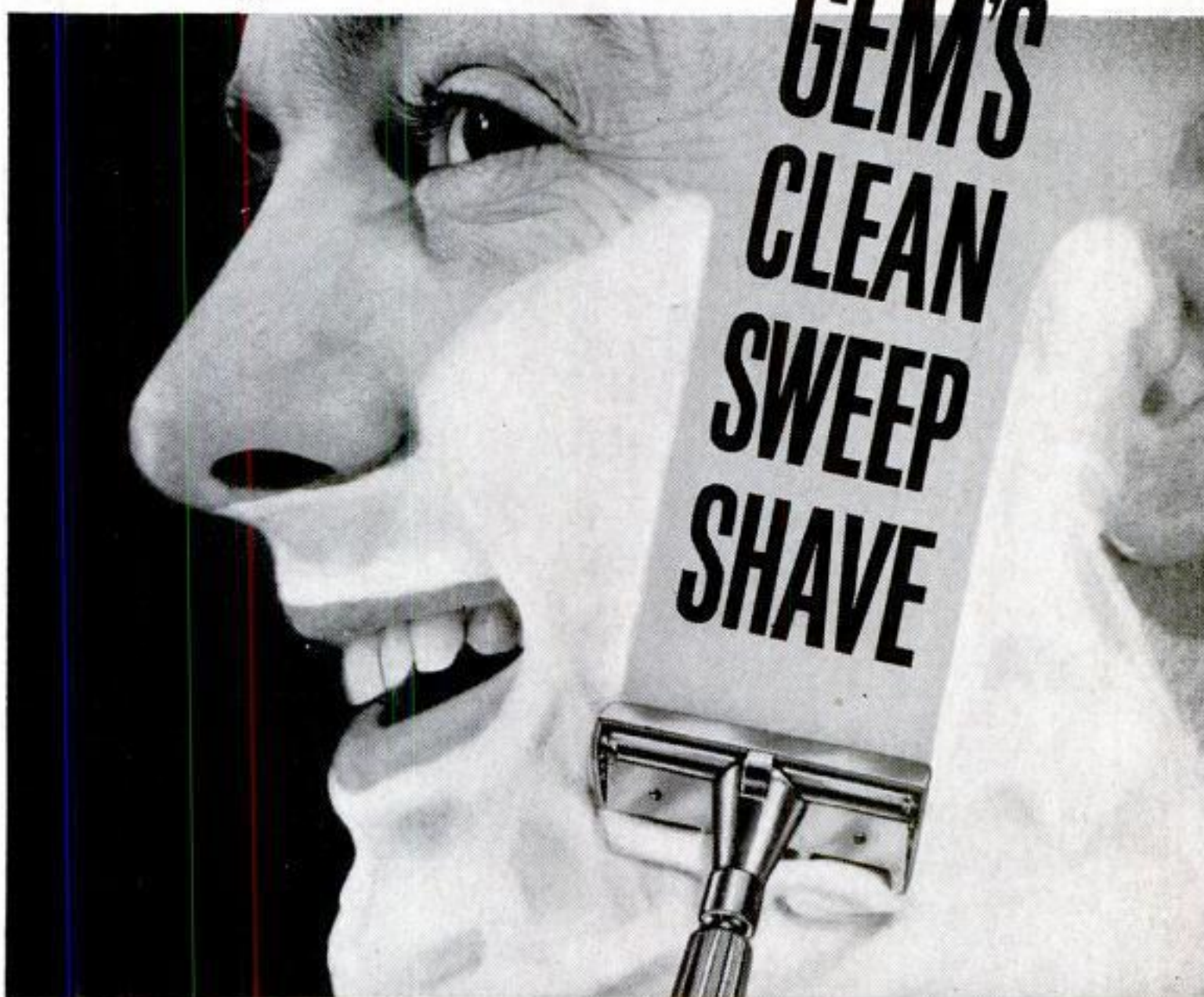


LEFT TO STRUGGLE until spirit is broken, elephants finally wear selves out and are ready for training. Keeper's first act is to feed and bathe them.

CONTINUED ON NEXT PAGE

ONCE OVER...

and you're **CLEAN!**



What razor gives a clean shave with a once-over? Gem! Only Gem uses the heavier, keener, longer-lasting Gem Blade! Only Gem has an

automatic shaving angle that gets whiskers at skin-level—faster, more gently—and cleans up your shaving troubles in one smooth stroke!



Another A.S.R. Product, Gem Div., Amer. Safety Razor Corp., B'klyn 1, N. Y. ©

Avoid '5 o'clock Shadow' with GEM

COLDS

In a minute—relief from miseries begins



Rub MINIT-RUB on chest and back.

1. In a minute, Minit-Rub begins to stimulate circulation, begins to bring a sensation of warmth. That *quickly* helps relieve surface aches and pains.

2. In a minute, Minit-Rub's welcome pain-relieving action begins to soothe that raspy local irritation.

3. In a minute, Minit-Rub's active

menthol vapors begin to ease that nasal stuffiness feeling.

MINIT-RUB also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

MINIT-RUB is wonderful for both children and adults. Greaseless! Stainless! Disappears like vanishing cream! Won't harm linens.

Get a tube of Minit-Rub today!

GREASELESS
STAINLESS

MINIT-RUB

Available in small and large tubes

PRODUCT OF BRISTOL-MYERS

No One To Blame... But Myself

I Forgot to Buy Those Fresh WINCHESTER Batteries

WINCHESTER No. 1511 Fresh HI-POWER Super BATTERY

STILL ONLY 10¢

NEW! DIFFERENT! BETTER!

In a situation like this, fresh, new Winchester batteries in your flashlight are "worth a king's ransom." Be safe! Don't drive tonight without them.

New No. 1511 WINCHESTER BATTERY

Lasts Almost TWICE as LONG*

*Measured by A. S. A. light industrial flashlight test... the most effective test applicable to modern everyday use of this size battery... the new Winchester No. 1511 flashlight battery LASTS ALMOST TWICE AS LONG as the pre-war No. 1511. Reason: Olin electronic research has stepped up its light-making chemicals.

Recommended for flashlights and other equipment using regular size flashlight batteries.

Remember to Look For This WINCHESTER Display When You Buy Batteries and Flashlights

This self-service display at your favorite store offers you fresh Winchester batteries and a wide assortment of Winchester solid-drawn brass or copper flashlights. Choose from the many types and styles that are IDEAL for your car and home.

Flashlight Prices, Complete with fresh Winchester Batteries, from \$1.15 to \$1.95

Retailers! Ask your wholesaler for complete details on this unique Winchester flashlight and battery Display No. 183—a complete department in itself.



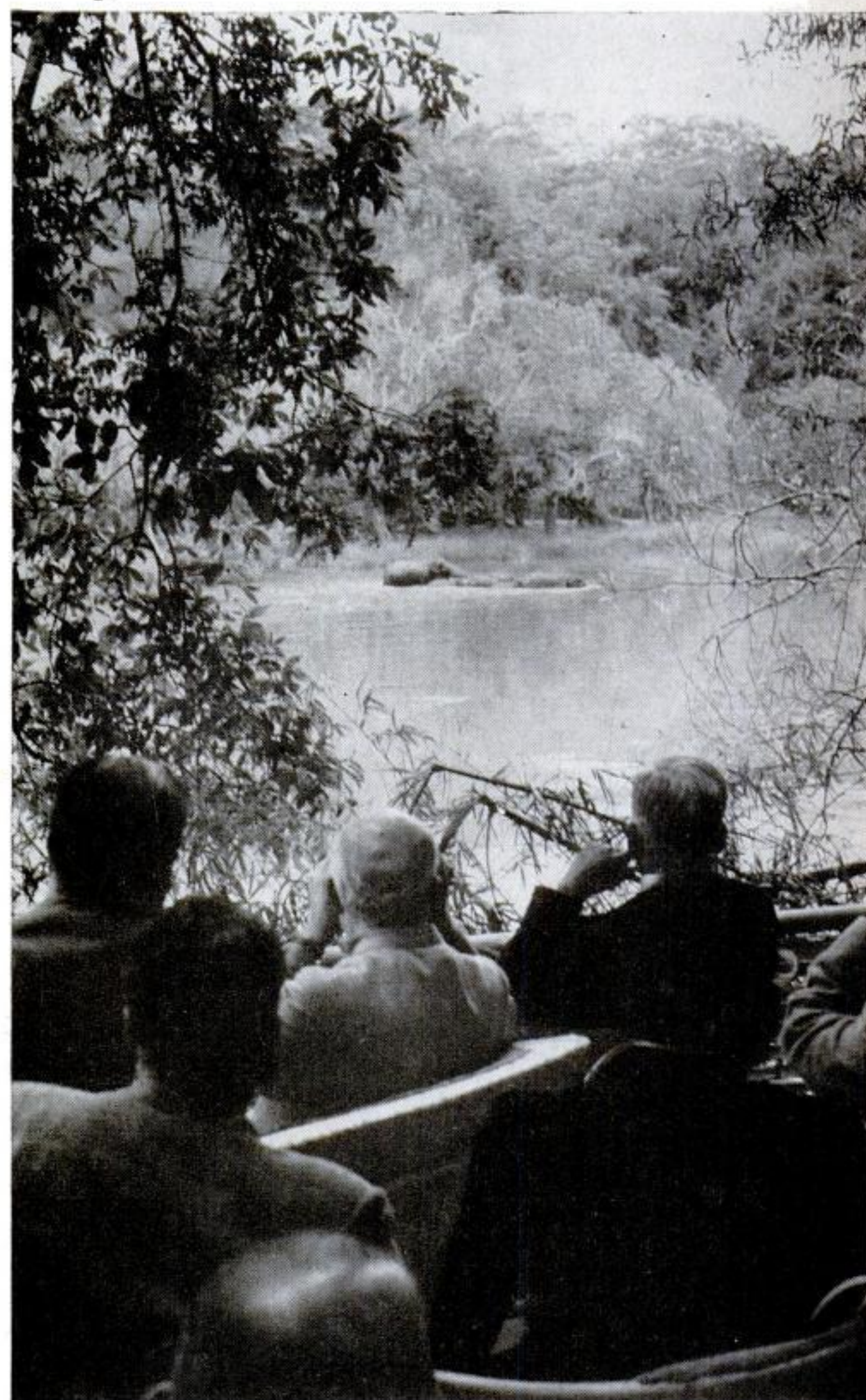
WINCHESTER
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WORLD'S FINEST
FLASHLIGHTS AND
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OLIN INDUSTRIES, INC., Electrical Division, New Haven, Conn.

Elephant Hunt CONTINUED

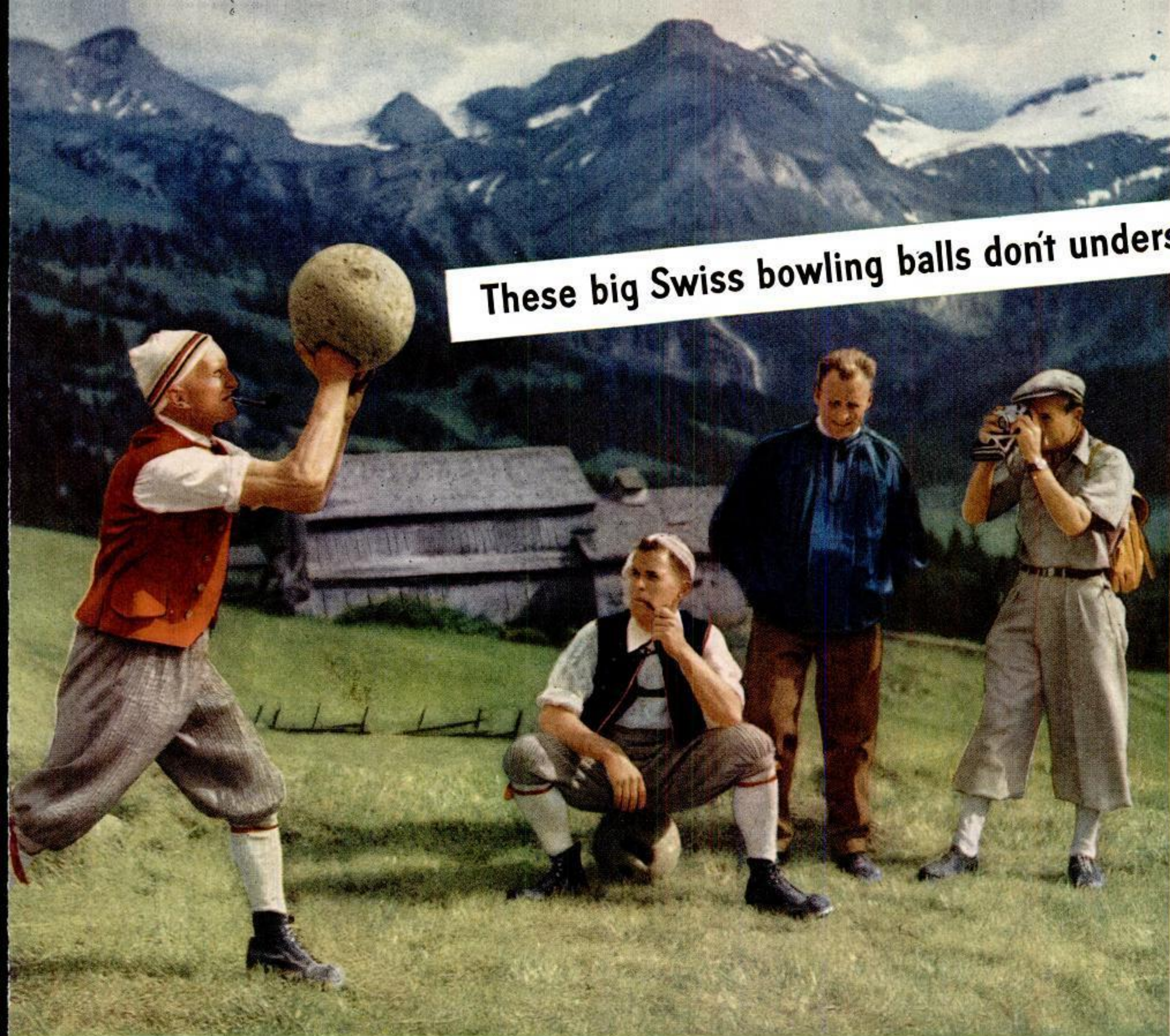


KEDDAH ENTHUSIASTS include Pandit Nehru (center, with glasses), who watches drive from stand erected at point where elephants emerge from jungle.



NEHRU GETS TRIBUTE from a tame elephant after keddah. Elephant is presenting India's prime minister with a clapper used by beaters during drive.

These big Swiss bowling balls don't understand "English"



1 "I tried to show Swiss herdsmen how to put 'English' on the ball as bowlers do back home," writes Arthur Perreten, a friend of Canadian Club vacationing in the Alps. "My first surprise came when I lifted one of their hornbeam birch balls. It weighed 31 pounds... nearly twice what American balls weigh! They showed me how they manage the big ball without dislocating an arm. What an action picture!"



2 "Six pins out of nine. That didn't seem so good to me. But I was forgetting something. This wasn't a smooth wooden alley. It was just a bumpy stretch of Alpine meadow. My second surprise came when I confidently asked for a chance to try it myself..."

3 "With that big ball, and my 'English,' I was sure I'd make a strike... or *Babeli* as the Swiss call it. I swung... and was nearly bowled over letting go. My 'English' was lost in the grass. I felt lucky to get two pins out of nine, and my arm told me I'd had enough..."

4 "The first *Babeli* of the summer! Ernst, the man in the Swiss blouse, hit the jackpot. We celebrated with a bottle of Canadian Club my friends had saved for just this occasion..."

5 "Delighted but not surprised to strike a bottle of Canadian Club way up there, I asked where they'd found it. At Gstaad, they told me, the resort six miles away. For years, they said, Canadian Club had been their way to celebrate special occasions because of its specially good taste." On top of the world... in the Alps, and all over the world

... in 87 lands, Canadian Club enjoys a unique popularity. Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon. You can stay with it all evening long... in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

"Canadian Club" MADE IN CANADA BY HIRAM WALKER

Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky. 90.4 proof



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Luckies' fine tobacco picks you up when you're low . . . calms you down when you're tense!



Luckies' fine tobacco puts you on the right level—the Lucky level—to feel your level best, do your level best.

That's why it's important for you to remember that LUCKY STRIKE MEANS FINE TOBACCO—mild, ripe, light tobacco that makes a thoroughly enjoyable smoke. No wonder more independent tobacco experts—auctioneers,

buyers and warehousemen—smoke Lucky Strike regularly than smoke the next two leading brands combined.

Light up a Lucky! Luckies' fine tobacco picks you up when you're low, calms you down when you're tense. So get on the Lucky level where it's fun to be alive. Get a carton of Luckies and get started today!



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